LUCY'S $50,000,000 BABY

TV GUIDE

COMPLETE PROGRAM LISTINGS—April 3-9

15¢

DESIDERIO ALBERTO ARNAZ IV

63872A-254 DS
BLAHUT,E
1506 KENILWORTH
BERWYN ILL.

as we see it

This is your new TV Guide.

It brings a new concept to magazine publishing just as television has brought a new concept of mass communication to America.

Up to now, many magazines have been distributed throughout the United States while others, devoted to material of local interest, have been circulated in limited areas only.

Television's growing importance in our daily lives brought a need for accurate and complete station schedules printed in convenient form. In nearly every city served by television, this need was soon filled by weekly magazines which in essence were theater programs—programs for the millions of home theaters created by television.

Because television signals carry for comparatively few miles, the magazines were purely local affairs that circulated only in the area served by one city's stations. Thus TV Digest served the viewers of Philadelphia stations, TV Forecast served Chicago, TV Guide served New York.

Now, under the name TV Guide, these publications become national as well as local. They will continue and, in fact, expand their local listing pages and their news columns. In addition, the new TV Guide offers readers throughout the Nation news, features, and columns by staffs of writers in the television capitals. As a national, as well as local magazine, TV Guide will make use of the most modern printing facilities, bringing readers four-color pages—as a prelude to the day when television itself will be in color.

What can you expect of the new TV Guide? Just this: your magazine is dedicated to serving constructively the television viewers of America. By serving the viewers, and increasing their enjoyment of the medium, we will be serving the entire television industry.

—Walter H. Annenberg

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TV GUIDE

April 3, 1953
Vol. 1, No. 1

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Walter H. Annenberg, *Editor and Publisher*

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TV Teletype

NEW YORK Bob Stahl reports:

Former President HARRY S. TRUMAN may follow ex-Veep ALBEN BARKLEY into TV. All four networks are bidding for Mr. Truman to do a commentary-interview program but reportedly fear he's too controversial a personality.

* * *

Folding of NBC's All Star Revue after the April 18 telecast will strengthen Colgate Comedy Hour next Fall. Both MARTHA RAYE and JIMMY DURANTE are joining the Comedy Hour lineup. PERRY COMO, permitted four shows each year besides his CBS series, will do all of these for the Comedy Hour.

* * *

BOB HOPE, now a Colgate headliner, seeking a half-hour panel show for next season . . . Look for DANNY THOMAS and RAY BOLGER to alternate weekly on their own half-hour shows in the fall . . . BING CROSBY, apparently resigned to making the TV plunge, tapped to emcee Ford's two-hour super-variety show June 15 . . . be aired on both NBC and CBS.

* * *

TV networks slowly rounding the Summer replacement programs into shape. Young comedian-dancer JOEL GREY looks set as sub for JACKIE GLEASON. Juvenile Jury will probably fill in for half-an-hour of MILTON BERLE'S time while the latter vacations . . . Despite Texaco dropping Uncle Miltie's show because of increased costs, NBC promises Star Theatre will return in the Fall, probably with two or three sponsors sharing the costs.

* * *

ALFRED HITCHCOCK, standout director of suspense movies, being sought to produce and direct an hour-long drama series, titled The Hitchcock Hand. Another drama series will feature the Actors Co., including the FREDERIC MARCHES (FLORENCE ELDREDGE), REX HARRISON and LILLI PALMER, HELEN HAYES and others. These are all for a Fall launching.

* * *

PAUL DOUGLAS, BRANDON DE WILDE, DONALD COOK and WALTER SLEZAK signed by ABC to rotate in its new Sunday night ABC Album. Program, which starts April 12 with BARRY SULLIVAN as emcee, will showcase new program ideas for possible commercial sponsorship.

* * *

New shows being auditioned by CBS for a probable Fall start: My Favorite Husband, co-starring JOAN CAULFIELD and BARRY NELSON; That's My Boy, starring EDDIE MAYEHOFF; Professional Father, a situation comedy not yet cast; Beat Your Wife, with ROGER PRICE as emcee, and Annie Oakley, with GAIL DAVIS starred.

HOLLYWOOD

Arthur Engel reports:

You'll see better telefilms from Hollywood, come autumn: While frantic movie studios are re-tooling for 3-dimensional pictures, their top craftsmen are shifting to more stable TV jobs . . . About 20 stations will begin telecasting GLORIA SWANSON'S Crown Theatre films in next fortnight.

* * *

BING CROSBY is slated for six TV shows between October and June, but his agreement reserves him right to beg off if he wishes . . . That's JOAN BLONDELL'S kid sister, GLORIA, as Gillis' wife now in Life of Riley . . . If Dixie Dugan and Blondie are your favorite comics, watch for them on TV next Fall.

* * *

Don't expect 3-D telefilms soon, too costly and technically troublesome. For example, MARTIN AND LEWIS' last picture made with Third D, was beset by such mechanical delays as 45 minutes simply for calibrating cameras. Telefilm budgets are far too low to absorb these extra charges . . . RCA Chairman DAVID SARNOFF widened the opening for major picture studios to produce telefilm by his recent announcement here that NBC wants only to syndicate, not make, them. Current forecast is the big studios will be filming for TV within a year.

* * *

MGM's LESLIE CARON appeared on KEN MURRAY'S last show as a result of bawling-out studio gave him for incidentally showing some of its other stars in a previous program. Murray had run off some filmed scenes of the recent Call Me Madam premiere, revealing a few Metro contract players. Studio called him to fuss about doing this without permission, but he talked them into okaying Miss Caron for a television guest visit.

* * *

ROD CAMERON is starting a new telefilm series, City Detective . . . PETER LAWFORD breaks into TV in the 33rd Ford Theatre film, The Son-in-Law . . . MICKEY ROONEY isn't happy about his sample telefilm and may remake it . . . Raves over CHARLES LAUGHTON'S television readings assures renewal of his first series . . . As well as numerous imitators . . . ROY ROGERS will get a Doctor of Business Administration Degree from Rio Grande College in Ohio on May 3rd: Following month his wife, DALE EVANS, and the five kids will trailer vacation with him along the West Coast fishing and boating . . . Representative of MILTON BERLE'S sponsor is combing Hollywood for a filmed replacement . . . A GROUCHO MARX fan told him he is replacing WILL ROGERS as the Nation's wittiest commentator. "Oh," he rebuked, "You mean I'm dead, too?"

* * *

Booming telefilm production here is causing scarcity of studio space. General Service Studios, site of I Love Lucy and other talking programs, is increasing its facilities from eight to eleven studios.

Lucy's $50,000,000 Baby

Little Desi's Arrival Launched A Whole New Industry

A GOLDEN flood has been touched off at the California home of Lucille Ball and Desi Arnaz by the arrival of little Desiderio Alberto Arnaz, IV.

Although both Lucy and Desi have announced publicly that the new baby will not be exploited—and Hollywood friends say they are absolutely sincere in this wish—the results just can't be helped.

The arrival of little Desi sent the popularity of their "I Love Lucy" show to an all-time high and opened the door to merchandising programs that well may dwarf their income from films and television.

The merchandising furore has New York and Hollywood experts referring to him admiringly as "Lucy's $50,000,000 Baby," because revenue from present commitments is expected to top that mark. And there are indications that the final total may be closer to a $100,000,000 figure.

It's an amazing total for a field in which Hopalong Cassidy promotions were considered a smashing success when they passed the $3,000,000-a-year mark.

Home is Still Quiet

The echoes of this campaign haven't reached the quiet home on a seven-acre estate in suburban Northridge, 30 miles from Hollywood in the fashionable San Fernando Valley, where Lucy and Desi live.

After the first rush of reporters and photographers, their lives and those of their children returned very nearly to normal. The first color photographs of the new baby, one of which was obtained by TV Guide and is reproduced in the current issue, made a gala occasion.

According to Ed Sedgwick, the baby's godfather, this air of normality is aided by the fact that little Desi is a model infant. Sedgwick, while an MGM director, discovered Lucille Ball and virtually has been a member of the family ever since.

"His nurse, Mrs. Hart, says Baby Desi is the most perfect infant to come under her care," Sedgwick relates. "He is very healthy and cries only for his bottle, and then usually for seconds."

Weighing 8 pounds, 9 ounces at birth on January 19, the baby is growing

The Proud Parents

The actual show is filmed Friday night before a live audience with three cameras rolling up 9000 feet of film. This footage then is edited down to the 2639 feet used in the telecast.

But Lucy and Desi always find time

Lucy holding her "Emmy," Academy of TV Arts and Sciences award for 1952's "best comedienne." And is Desi proud!

rapidly. He's the special pet of his baby sister, Desiree Lucie.

Own Wing

Neither Lucy nor Desi want fame to interfere with their children's lives. The two Arnaz youngsters have their own nursery wing with a separate patio adjoining the main house. Their rooms and the rooms and baths of Desi's nurse and Lucie's governess are there.

The nursery is a sea of toys, many of them the gifts of television viewers, who sent 10,000 letters and 500 packages in the first few days after little Desi's birth.

Lucy and Desi spend as much time with the children as possible, including 6:30 A.M. breakfast times. This is in spite of their busy schedule of rehearsing, filming and editing the *I Love Lucy* program.

"There's no point in having children, if you can't be with them," Lucy says. "They are wonderful to watch. They change so fast."

The show schedule starts with first reading of the script on Tuesday. On Wednesday, lighting is arranged. Camera rehearsals on Thursday lead up to the dress rehearsal Thursday night. Network officials and writers sit in on this trial run.

in this schedule to enjoy the company of their children.

Security and Love

Beyond that, it's an effort to give the children the security of parental care. Both children will be brought up to speak Spanish and English. Desi, Sr., already has dreams of sending his new son to law school, probably to Notre Dame. But both Lucy and Desi are now concerned more with the intervening years.

This is why they want to shield little Desi from the effects of too much publicity. It's the reason Desi, Sr., said the baby would not be exploited "in any way except to help other children less fortunate."

For this reason, baby promotions are centered around the fictional baby, Ricky, Jr., the child of the characters played by Lucy and Desi on the television show. The newest doll introduced is "Ricky, Jr.," to follow up the Christmas success of the *I Love Lucy* doll.

Yet the new baby, by spurring interest in the television show, has created a multi-million-dollar market for "I Love Lucy" articles. A "Lucy" bedroom suite was introduced in January and the second million of these sets is

now being manufactured. It's being followed by a "Lucy" living room suite, modeled on the TV furniture.

Everything Under Sun

Other promotions include everything from "Lucy" sweaters, lingerie and dresses to "Desi" dressing gowns. There are nursery sets, baby layettes, toys and games, including a three-dimensional book to be viewed through polaroid glasses.

Little known to the public, the key man in the multi-million-dollar *I Love Lucy* merchandising is A. E. Hamilton, tall, heavy-set, smartly-tailored head of the New York office of Desilu Productions, Inc.

His comparatively small office, consisting of a conference room and a desk for a receptionist, is in the Fred F. French building at 551 Fifth Ave. From these quarters, Hamilton handles the royalty arrangements on promotions which will reach into every corner of the country.

The *I Love Lucy* comic strip is appearing in 132 newspapers. Desi's song "Brand New Baby" is climbing in popularity. Film contracts have been signed for a new movie, plus a release made up by combining three of the TV film shows.

Then there's the new $8,000,000 contract signed with Philip Morris & Co., Ltd., Inc., sponsor of the *I Love Lucy* show and CBS Television, about half of which covers the cost of air time.

It's all a part of a golden flood which follows the birth of little Desi. But both Lucy and Desi have known hard times during their climb to success.

Lucille had disappointments as a Broadway show girl and movie bit player before she clicked in "Roberta." Desi was the son of a wealthy Cuban family whose fortune was swept away in the 1933 Revolution when they fled to Florida.

Money or no money, they want little Desi to grow up able to stand on his own two feet.

Comedy can be rugged, too. Here, Desi sprays Lucy and her friend, Ethel (Vivian Vance), in scene from the television show.

WINCHELL FACES THE

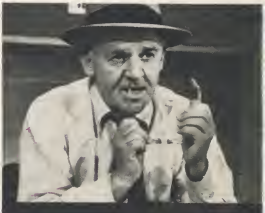
The diplomatic break between Russia and Israel on the front pages . . . confirming the WW tip of Sunday night . . .

WALTER Winchell talks to more of his fellow-Americans every week than any other columnist. His daily and Sunday columns are carried in more than 400 newspapers. His Sunday night radio program is broadcast on more than 230 ABC stations. His Sunday night television show is aired on an average of 30 ABC-TV stations.

Yet Winchell always has insisted on privacy for his telecasts and broadcasts. His studio is out-of-bounds to network executives, agency men and even sponsors. Pictures of Winchell at work are practically non-existent.

For TV Guide, Winchell agreed to let a cameraman and reporter into the studio. The picture series of WW's staccato delivery is the result. In addition, he posed for color photographs alone and with his lovely daughter, Walda.

From world politics to the latest Broadway gossip, Winchell covers the news in a manner all his own. Television, for the first time, gives him maximum impact as his expressive face and gestures underline the drama of the news.



When the New York newspapers attacked Judge Valente's order, barring the press . . .

Governor Driscoll of New Jersey. My dear Governor, motorists and truckers in . . .

Attention New Yorkers. Please help me fill Madison Square . . .

The Washington Ticker. Secretary of State Dulles is considering . . .

"X" Magazine has turned down offer by Pat Ward's lawyer . . .

NEWS

The rights won by Americans at Valley Forge are far too valuable . . .

Winchell and his attractive daughter, Walda. She serves as his Girl Friday for telecasts, while regular Girl Friday, Rose Bigman, sticks to the columnist's office.

Mr. and Mrs. United States. You probably have been following . . .

Los Angeles. Dr. Lindstrom in his fight to keep Ingrid Bergman from . . .

Attention! the Grand Jury. Last Sunday night's telephone tip . . .

Hard-working Vinton Hayworth and Dorothy Malone on the air. Hayworth has made 425 telecasts.

SUPPOSE you were a television producer and one of your leading actors became ill just a few hours before air time. There are no understudies in TV so you are faced with the problem of finding a reliable last-minute replacement. Whom would you call?

Fred Coe, producer of NBC's *Philco Playhouse*, put in a frantic message for Vinton Hayworth, actor, at 3:30 on a Sunday afternoon. One of the leads in Philco's *The Last Hour*, scheduled for broadcast at 9 that evening, had taken ill. Hayworth rushed to the studio from his home, arriving at 4:55.

In Four Hours

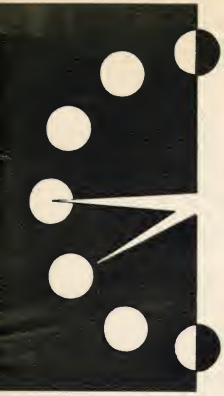
Within four hours he had memorized the entire role and walked through several rehearsals. Without benefit of cue sheets or prompters, he turned in a near-perfect job.

A group of about 10 actors and actresses receive the brunt of such last-minute assignments. Naturally, these are the ones who have been in TV almost from the start. They've learned from the most exacting tutor—experience—the intricacies of TV acting. As Coe put it, "These are the people who probably know more about the medium than most producers and directors today. Besides being 'quick studies,' they know without being told such things as how to cross in front of a camera without getting in range of the lens and how to handle a close-up position."

Everyone Knows Them

While only a few of these performers have achieved star billing, the others have appeared on so many programs that they're recognized by viewers both on screen and in the streets. These actors, in addition to Hayworth, include Vaughn Taylor, John Newland, Charlton Heston, John Baragrey and John McQuade. On the distaff side are Felicia Montealegre, Maria Riva, Neva Patterson and Grace Kelly.

Hayworth is the real pioneer in the group. He says he produced and acted in TV's first dramatic program, back in 1930 when he was TV program manager of Chicago's experimental W9XAP. Since then he has appeared in some 425 shows. Taylor and McQuade both have acted in more than 250 and Miss Patterson has done about 200. Heston and Miss Montealegre rose to fame as discoveries of producer Worthington L. Miner on CBS' *Studio One*, with Heston later becoming a full-fledged movie



LAST MINUTE MEN

(and women)

They Come A-Running

When The Show Must Go On

Felicia Montealegre: her face is familiar to millions.

star. Miss Riva was one of the first actresses to be signed by CBS to a long-term contract and McQuade, Newland and Baragrey have appeared in scores of TV productions. Miss Kelly is now in M-G-M's *Mogambo* with Clark Gable and Ava Gardner.

Always Welcome

The question most asked of these performers is whether they believe such constant exposure in the Nation's living-rooms might lead viewers to tire of them. Baragrey recently received a letter from his mother, who watches TV at her home in Alabama. She warned her son that he was "wearing corns on the eyeballs of the public." Most fan mail, however, indicates that the often-seens do not overstay their welcomes so long as they vary sufficiently the roles they play.

The rise in TV's financial status is reflected in their pay scales. Miss Patterson received $25 for her first role, as one of the leads in DuMont's *Captain Video* in 1947. She now averages $750 to $1000 per performance. Baragrey received $75 as star of the first *Kraft Theater* presentation in 1947 and now makes as much as $1000 a program.

Their early struggles with low pay and a new medium are finally paying off, then, for these veterans.

Grace Kelly

John Newland

Neva Patterson

the week in TV

AMERICAN Broadcasting - United Paramount has shown first signs that it means to make it a three-network competition in staging TV entertainment. George Jessel was swiped away from NBC; reported terms being $100,000 a year for two years. Other important negotiations this week resulted in wrapping up a contract for Eddie Fisher, who'll be seen in a weekly 15-minute segment sponsored by Coca Cola. Time and network are not yet known.

Sign of the times in a Chicago furniture store: "We Love Lucy—which calls for new store hours. Open Tuesday evenings instead of Mondays."

Arthur Godfrey scheduled for a hip operation. The surgical repair to hip injuries resulting from an auto accident of 20 years ago will keep him off evening TV for four months.

Gotham is readying an answer to TV Hollywood in the form of Tele-City, Inc., a proposed multi-million-dollar project for all-purpose live and film TV production. Plans for the gigantic development at Flushing Meadows to be unveiled shortly.

This Sunday's Easter Parade on TV will prove viewers hold a hefty power of veto over the quality of programming. The howl that went up following last year's Easter commercial circus is still being heard. This time the networks plan programs conducted with dignity and in keeping with the religious significance of the day.

UHF—the new "upstairs TV"—has proven itself practical from nearly every standpoint. Most of the uncertainty about its effectiveness has been eliminated and more than 200,000 U. S. families are enjoying TV in the ultra high frequency range.

Marian and Jim Jordan, stars of *Fibber McGee and Molly* this week notified NBC they will not be available for the projected video version of their radio show. Failing health and high taxes entered into their decision.

FINE TUNING

By OLLIE CRAWFORD

TELEVISION soon to get three-D films. And let's hope three-D doesn't stand for Dull, Dreary and Deadly.

●

Hollywood is so crazy over three-D some producers are suffering from dimension praecox.

●

The movie boys started by giving away dishes and now they're giving away dimensions. One fellow sat all the way through a three-D movie, and then found out it was a stage play. He had two glasses that made everything look straight, and then he had two more and everything looked crooked again.

●

In Hollywood nowadays, the motto is: "If once you don't succeed, Tri-Di again."

●

One actor was all set for three-D movies, and they found out he only had two dimensions. It wasn't the movies that made him look that way, this boy really was flat. When he and his two brothers stood sideways on the screen, they spelled Ill.

●

He slept in the toothpaste tube and they rolled him out in time to brush his teeth.

●

With three dimensions, buying a television set cannot only leave you flat. It can put you deep in the hole.

CHANNEL ONE

BOLGER

ACADEMY Award winner **Gloria Grahame** is slated to guest star on Eddie Cantor's show April 12. Televiewers got their first glimpse of Miss Grahame at the Awards ceremonies when she cake-walked up to receive her Oscar, mouthed a curt "thank you" and returned to her seat. The talented actress promises to be more talkative when she faces the cameras next time. . . . **Tallulah Bankhead**, who's never at a loss for words, has announced she'd like to do more TV in the fall if she gets the right offer. NBC has her under contract through the Summer.

ABC-TV, loaded with its newly acquired United Paramount Theaters wad, is doing a fast job of cornering the footloose big name talent. **Danny Thomas** and **Ray Bolger** are the latest recruits added to its roster. Both stars will head their shows out of Hollywood, with dancer **Bolger's** on the docket to be filmed. . . . NBC is enthusiastic about **Ezio Pinza's** projected new program, "Enchanted Isle," but the net is waiting for a suitable time period to open up.

COX

Wally Cox of "Mr. Peepers" fame is being swamped with invitations from New York high schools to speak at their assemblies. Although PTA groups would hardly endorse the bungling **Mr. Peepers** as an example of pedagogical perfection, the kids nevertheless think he's pretty wonderful. . . . Viewers are awaiting critically to see how the networks cover the Easter Parade this Sunday. There were loud protests last year over TV's "lack of good taste" in handling the famous Fifth Avenue tradition.

GODFREY

Televiewers are talking about **Arthur Godfrey's** impending hip operation which will take the Redhead away from his radio-TV chores May 4. **Robert Q. Lewis** is already slated for his umpteenth replacement chore for Artha'. . . . The teen-agers are still moaning over the departure of **Bill Hayes** from "Show of Shows." The collar-ad crooner figures to be away for a long time, too, since he has hooked up with the always sure-fire Rodgers and Hammerstein in the Broadway musical, "Me & Juliet."

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185 N. WABASH FRANKLIN 2-6931

Special Easter Programs

Sunday On Channel 5

"THE MASTER"

A story of the life of Christ, as portrayed in great masterpieces of art . . . narrated by

CLOYD HEAD

10:30 A.M.

"EASTER IN NEW YORK"

Sidewalk interviews and running commentary of people and fashions direct from Fifth Avenue in New York

11:30 A.M.

. . . stay tuned for fine Easter Sunday programs all day on WNBQ

WNBQ
NBC
CHANNEL 5

LETTERS TO THE EDITOR

I have been hearing your commercial on radio and television which goes in part, "TV Without TV Forecast is like Martin without Lewis." The only answer to that is that Martin without Lewis is only half as bad as Martin with Lewis.

Chicago, Ill. **PAUL HELLMAN**

. . . of all of what we call the newer group of cowboys, such as the Cisco Kid, Kit Carson, the Lone Ranger or your Wild Bill Hickok and the Range Rider, there is only one outstanding performer. He does all of his own stunts. And, I mean everything, from turning over wagons to jumping off cliffs (in fact he doubled for many stars years before we started him in his own series). I would like to wager every cent I have that he will make any and all of them look sick at anything they want to challenge him in (his ratings prove it). . . . Yes, there is only one young, top performer today, in my book, and that is Jack Mahoney, the "Range Rider."

Hollywood, Calif. **GENE AUTRY**

What does Roy Rogers think that dog is, always running behind his horse? He can't run as fast as no horse. I know cause I got a dog just like him and he can't even run as fast as my bike. I like Cisco Kid best.

Waukegan, Ill. **LEONARD BROMSTEAD**

When Les Paul and Mary Ford were on the Patti Page show, Patti Page only let Les and Mary have one song, instead of the three songs they were supposed to have. Why can't Patti shut up and give her guests a chance?

Lake Villa, Ill. **JOHN HEDBERG**

Jack Mabley . . . Please sit in front of your TV set Tuesday evening again and view Bishop Sheen, and I am reasonably positive you might change your opinion of Tuesday . . . "nothing." . . . May I add that dear Bishop Sheen has a message for everyone. . .

Chicago, Ill. **EVELYN MARESSO**

(continued on page A-46)

RE-WEAVING

8 HOUR SERVICE-"At No Additional Cost"

BURNS

TEARS

MOTH HOLES

We have the largest staff of re-weavers in Chicago, and can re-weave any size damage—a skilled specialist for every pattern. Low prices . . . . . $1.50 up

GLOBE WEAVING SERVICE

AMERICA'S LEADING RE-WEAVING SERVICE

2 CONVENIENT LOOP LOCATIONS

17 N. STATE
Room 1312, Stevens Bldg.

210 W. VAN BUREN
8th Floor
All Phones WAbash 2-8355

ICE SHOW
A MERRIEL ABBOTT PRODUCTION

DINNER SHOW 8:30
SUPPER SHOW 12:00

FRANKIE MASTERS' orchestra

FAMILY MATINEE EVERY SUNDAY

special children's menu

CALL "PHIL" WAbash 2-4400

Boulevard Room
THE CONRAD HILTON

CLINT YOULE:

Everybody's

By ten o'clock at night, Chicago's rackety loop has undergone a fantastic change. The cliff-dwellers have returned to their diggings and a comparative stillness settles down, broken only by a car horn or an occasional rumbling "EL." On the hour, NBC's famous three chimes will float out across the Chicago River from that fortress on the river, the Merchandise Mart. Up on the 19th floor at the Mart, the red light on a TV camera will flash on and weatherman Clint Youle will look out at a million or so people and say, "Hi."

As unpretentious as it all sounds, this casual greeting has made Clint one of the favorite TV characters in town. Those NBC chimes, supposedly symbolizing "Quality," mean just that on the Chicago end of the network operation. From early in the morning till late at night, anything coming out of WNBQ locally rings with quality. Clint's sign-on is a good tipoff why.

A few years back, TV Row buzzed with a new cliché, "The Chicago Touch." Actually it was just a few shows at WNBQ that were responsible for the new found respect for Chicago. Dave Garroway led the way, but Studs Terkel and Ransom Sherman also had shows on channel 5 which advocated taste and an easy natural approach to this business of TV. It's interesting to note that all three of those gentlemen lost their shows, by Gresham's Law of TV shows, which says that bad shows drive out good shows. But Clint Youle is still defying Gresham. In fact, he's getting so popular that maybe Gresham's Law ain't a law.

It's hard to imagine why people would want to sit and watch a man talk about the weather for ten minutes every night. More aware of this than anybody else is, of course, Clint Youle. So what he has instead of just a weather report is a nightly visit with Farmer Youle, a friendly man talking about things that neighbors have talked about through the ages. And certainly one of the favorite topics of the day is the weather. All of a sudden it seems that you don't get to spend enough time with Clint. Only ten minutes.

Clint has been Weatherman at WNBQ ever since the coaxial cable first reached Chicago, back in January of 1949. How he got the job is another demonstration of that famous expression, "an act of God."

In 1948, Clint was one of the top news editors at the station, but wanted to take a year's leave of absence in order to write a book. Clint made his request to Bill Ray, local news chief, who forwarded it through the chain of command to staff headquarters in New York. After some delay, the word came back. No. Clint then decided to work only six months more and then resign. Here God stepped in. Before the six months were up, his wife Jean informed him that she was expecting

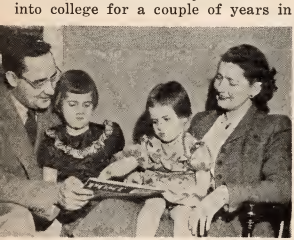
Kinfolk

their second child. This changed the pitching considerably. Clint decided to stay on for awhile.

Then came the second twist. They decided to have a weatherman show on TV at ten o'clock to precede Clifton Utley and the News. After some searching, they found Clint. He had been trained as a meteorologist by the Army Air Corps during World War II although he had never had a chance to practice his new found craft. The Air Corps found that he was officer material and put him into Intelligence. But WNBQ stepped in where the Air Corps feared to tread. With Clint's experience as a newsman, plus his weather training, he was the most logical man to tell folks about the weather. He's been doing it ever since.

Although Clint is a native of Chicago and lives with his wife and two kids in Wheaton at present, there is a slight twang to his voice that betrays his upbringing. His ancestors settled in the Northwest part of the state in Jo Daviess County and the family's roots have been there ever since.

A graduate of Oak Park High (1933), Clint had to delay his entrance into college for a couple of years in order to build up his finances. He finally entered Wheaton College in 1935 and graduated in 1939. Wheaton is primarily a college for people going into the missionary field or the ministry, but Clint won his degree in English Literature. After school he travelled out to Elizabeth, Ill., a powerful little hamlet in Jo Daviess County with a population of 600. There he started a country newspaper that came out weekly. This work took only part of his time. Clint had purchased a farm out there and settled down to become a farmer.



Clint and Jean Youle often find their daughters as curious as some of Chicago's weather. Here Jessica (left) and Susan question the accuracy of a magazine article.

In 1940 he was overcome with ambition and went to Chicago to see what he could see and found a job at WMAQ. He stayed there until he went into the Air Corps so that when he was discharged he was one of the two oldest newsmen at the station.

Although Clint started out on his weather show as a comparative rookie, he is now a member in good standing with the American Meteorological Society, a learned group, and Clint knows as much about his subject as most of them. He's worked hard at the subject and is quite proud of his membership in the society. He's been asked to make speeches at their annual conventions, a tipoff that he has won a great deal of respect from the people who know his business best.

Recently, a disaster of sorts hit the Youle show. Clint has more or less shared the spotlight with his wife Jean, who did most of the commercials and had informal chats with Clint. This folksy bantering between the two helped to cement their relationship with the audiences who loved their nightly visit with those friendly Youle people.

Jean was not one to memorize commercials, but rather worked from an outline which gave her a chance to sell the product in her own natural way. Once in a while this would lead to a muffed line, but in general was effective selling. But someone at the advertising agency that handles the show decided that a home economist would be willing to deliver the commercials in the exact way they wanted them and ergo they'd sell more of their product. So Jean was replaced. Clint,

(continued on page A-24)

BOB ATCHER

THIS COWBOY RIDES A CAMERA

Bob pampers his pet horse, Meadow Gold, on the Atcher ranch.

THE Midwest can't boast of cowboys like Kit Carson, Wild Bill Hickok or Hopalong Cassidy. That's probably because all the cattle rustlers and claim jumpers went west, as per Horace Greeley's advice. And the cowboys followed right after, to preserve law and order.

So when a misplaced cowpoke like Bob Atcher finds himself roaming the central prairies, all he can do is strum a guitar and sing about the life other cowboys live. Of course, this isn't so bad when he does his singing on TV and gets paid for it, as Bob does.

During the week, Bob yodels his western melodies between reels of "Adventure Time." On Sundays, he sings a few tunes between his twin tasks of running the "Meadow Gold" ranch and giving commercials. Chicago's singing cowboy has the added job on Sundays of supervising the "Short Stump" ranch-within-a-ranch which has puppets for its tenants. There's foreman Sammy Squirrel, cook Billy Bull, timid ranch-hand Sylvester Skunk and conceited jazz vocalist Willie Worm. The "Short Stump" residents have thrived during their 4½ years on TV, thanks to Cowboy Atcher's fond parental interest.

Ever since he was knee high to a holstein cow, Bob has been a red hot fan of Western songs and customs. When he was four, he accompanied his Dad and brothers on the guitar at Hardin County, Ky., square dances. After his folks sold their Kentucky land to the government (for Fort Knox), the family moved to a ranch in North Dakota where Bob learned the ways and songs of cattlemen.

Back in the late 20's, Bob wanted to learn medicine, but found out his songs healed more aches and pains than his prescriptions did. After leaving the University of Kentucky in 1931, Bob and his brother, Randy, came to Chicago where they found a market for their singing talents. In the mid-30's, Bob began recording solo-fashion while Randy carved a radio-TV career for himself in Ky.

In addition to his recording and TV work, Bob has also appeared in a few western films including "Hail To The Rangers," "West Of The Sunset" and "Panhandle Trail." After serving three years in the South Pacific during World War II, he decided to give up movies and settle for the Midwest entertainment scene.

Here he has found plenty of Western roles on early morning radio shows and in 1948 he was picked as singer-emcee for WLS' Barn Dance.

Some cowboys might think Bob's life is a sissy version of the rugged Western life. But not so with Bob. He's saving his funds for the day he can retire to a real ranch in Arizona. He even has the name picked out—the "Swinging A," which now identifies the Atcher home out in Palatine, Ill. Bob's living there with his wife and two youngsters, son Robin, 2, and daughter Mary Christopher, 3 months. And who would argue with Bob when he says *his* cowboy life is better than chasing varmints any day?

"Adventure Time With Bob Atcher" can be seen at 5:30 p.m. Mon. thru Fri., and "Bob Atcher And Sammy Squirrel" can be seen at 3:30 p.m. Sundays, both on WBKB.

BILL O'CONNOR

THE BIG PITCHMAN

WHO is Chicago's biggest TV money-maker?

It probably won't soil anybody's reputation if the word got out that a comparative unknown, Bill O'Connor, topped the earning list at the end of this year. Bill wraps up somewhere around 48 hours a week as announcer on radio and TV and these chores net him an income that has soared over the $100 grand mark. Which is by way of proving that the ways of a commercial pitchman are just as profitable as ever.

Ubiquitous Bill is liable to turn up on any station selling all manner of products. His trade secret is a confidential manner which implies that he's letting you and only you in on a killing. He talks fast & low & furious and his products sell & sell & sell, which apparently keeps everybody happy, especially Bill with his six-figure wages.

Bill got into the pitchman dodge after spending his apprenticeship as an actor. He was born in Pittsburgh in 1923, which if you want to do some arithmetic, will show that he's only 29 years old, pretty young to be making all that dough.

His family moved when he was but a lad to Miami, Florida, and Bill went to college at both the U. of Miami and the U. of Alabama, majoring in dramatics at both schools. While still attending the U. of Miami he won an announcing job at WQAM in Miami, his radio baptism.

In 1943, the Navy grabbed him, but the Navy, sometimes knowing what to do with its personnel, kept Bill at his announcing chores. In 1945, discharged, he married Dorothy Conover of Chicago and at her insistence moved to the Windy City.

His major break came when Mike Wallace, Chicago's number one announcer at the time, departed for New York City leaving all sorts of jobs open in Chicago. Bill was tapped for several of these assignments and the word got around that he was unloading plenty of his sponsors' products. Two years and three months from the time when his only show was a midnight disk jockey show on WENR, Bill became Chicago's most employed pitchman.

One of his major accounts is C.E.T. for which he handles commercials all over radio and TV. Howard Shapiro, president of C.E.T., tells of the frantic Saturday he spent trying to monitor all his shows, listening to O'Connor on radio stations WCFL, WJJD, WIND, while watching him on WGN-TV.

The ad agencies have despaired of writing scripts for Bill. He does best when he's ad libbing, so that the ad men merely make an outline and let his fertile imagination do the rest. Works pretty well, too.

Bill claims that he is essentially an introvert, shy in crowds and quiet in conversation. But get him near a microphone and some inner compulsion hits him and before he's finished he's peddled a boatload of TV sets or whatever else he happens to be selling.

Regarding Bill's emergence into the upper income brackets, it's said that he has to make all that money to support a family in the accustomed Irish tradition. Among the O'Connor moppets are Kerry, 7, Maureen, 5, Kathy, 3, and Val, 1. At that rate, he'll have to keep adding new sponsors to keep up with new additions to the O'Connor family.

DO LONG COMMERCIALS IRRITATE YOU!?!

Stop them with an AJAX SILENCER for television and radio sets. Install it yourself in just 60 seconds. A flick of the switch from your chair or at the phone should it ring during a program, and you silence sound without affecting picture. No need to go to the set. Don't be without this sensational device another day! Amaze your friends!

10-DAY TRIAL MONEY BACK OFFER

LOCK BOX NO. 5410
Chicago 80, Illinois

Please send me ____ (number desired) AJAX SILENCERS at $3.00 each, prepaid.

Enclosed is $_____, covering total cost. If I am not fully satisfied, I will return same within 10 days for a full refund.

Name_____

Address_____

City_____ Zone_____

State_____

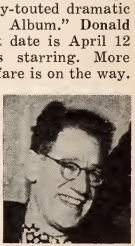
TV FORECAST

OF NEW SHOWS

THERE will be plenty of TV fare for horse racing fans on WNBQ beginning April 18. TV railbirds will be treated to a feature race on ten consecutive Saturdays. Look for some howls that TV is turning into some sort of a pari-mutuel cesspool.

ABC-TV (channel 7), operating with a larger money sack since its merger with United Paramount Corp., will kick off a highly-touted dramatic series called "ABC Album." **Donald Cook** emcees. Debut date is April 12 with **Paul Douglas** starring. More powerful channel 7 fare is on the way.

The famous Drake Relays from Des Moines, Iowa will be covered by CBS-TV (channel 4) April 25. Many of its participants will be members of last year's U.S. Olympic team.



Kaufman

The death of England's dowager **Queen Mary** has momentarily held up the extensive preparations being made by the networks for **Queen Elizabeth's** coronation. But, as announced, the June 2 date hasn't been changed. By the way, the difference in time between Chicago and London will necessitate waking as early as 4:30 A.M. to see all the special coverage.

Random Reviews: Sonja Henie's recent ice extravaganza featured some of the finest camera work seen in a long time. Show came out of Hollywood, too, where it's alleged the Glamor City boys don't know what to do with a big old "live" camera. . . . Comedy Hour's 100th anniversary featuring all its highly paid chattels was, as expected, spotty. **Donald O'Connor & Sid Miller** came off as best of the lot. . . . Hurrah for **George S. Kaufman's** blast at the prevalence of canned laughter on TV. . . . **Jerry Lester's** toned waaay down on "The Name's The Same."

THE WEEK'S TV DRAMAS

FRIDAY

8:00 4 PLAYHOUSE OF STARS
"The Governess" with Ellen Drew; a senator's wife invites all the former charges of a forgotten old governess to a party when she discovers the old lady feeling lonely & neglected

8:30 7 TALES OF TOMORROW
A man invents a time machine & goes back through the years only to find himself trapped & unable to return to his own time in "Past Tense"

SUNDAY

4:00 5 HALL OF FAME
"The Other Wise Man" by Harold Callen; there was another wise man on his way to Bethlehem, but as legend had it, he never quite made it because of the time spent in doing good deeds along the way.

5:00 4 YOU ARE THERE
"The Conquest Of Mexico." You are there in 1519 when Cortez with 300 Spanish soldiers conquers 300,000 Aztecs under the rule of Montezuma

8:00 5 TV PLAYHOUSE
"A Young Lady Of Property" by Horton Foote with Kim Stanley, Joanne Woodward, Margaret Barker, & Fredye Marshall; a 15 yr. old girl, whose mother is dead, feels rejected by her father, & suddenly begins to live in a dream world protected by a front of arrogance

9:00 4 THE WEB
"A Cary Of Trumpets" with Gloria Marlowe, Ray Danton, & Tom Raynor; a bullfighter is killed when one of the fans jumps into the ring, and the dead man's brother swears vengeance

MONDAY

6:30 7 HOLLYWOOD SCREEN TEST
Mary Sinclair with Alfreda Wallace & Blaine Corder in "Delivery Delayed." A man is sentenced to death for a crime he did not commit.

8:30 5 ROBERT MONTGOMERY
"Second Hand Sofa" a young girl fighting to keep her sanity gradually becomes aware of the identity of a murderer & of the fact that she is to be his next victim

9:00 4 STUDIO ONE
A young girl left penniless in Rome after the death of her husband falls under "The Shadow Of The Devil" in the guise of the superintendent of her building; Mercedes McCambridge, Lin McCarthy, and Peter Capell

TUESDAY

8:00 5 FIRESIDE THEATER
A possessive, dominating mother almost succeeds in ruining her daughter's life in "Cocoon" with Barbara Brown, Madge Meredith, & Robert Shayne

8:30 5 CIRCLE THEATER
"A Slight Case Of April" with Hildy Parks, Perry Fiske & Robert Bernard; spring fever & finding a wallet with $1,000 sends a young girl into a dream of high comedy that ends in happy reality.

9:00 4 DANGER
"Family Jewels" with Gary Merrill; a fake jewel robbery is staged in order to collect the insurance after which the insurance man is found murdered

9:30 4 THE UNEXPECTED
A scientist creates a machine with a human mind, then discovers, to his horror, that his invention has turned into a destructive monster in "Beyond Belief"

WEDNESDAY

8:00 5 KRAFT THEATER
"Next Of Kin" with James Daly, Fred Tozere, Pat Ferris, & Jack Arthur; reaction of three families to the receipt of news that their respective sons have been killed in action in Korea

9:30 5 CURTAIN TIME
"The Sheriff Was A Lady" comedy romance about a female law enforcer who answers to no man—until she falls in love

THURSDAY

7:30 4 FOUR STAR PLAYHOUSE
"Dante's Inferno" with Dick Powell, Virginia Grey, Regis Toomey, & Marvin Miller; owner of a swank restaurant which features gambling a la carte has troubles when a woman patron insists that she is about to be murdered

8:00 5 FORD THEATER
Joanne Dru in "Just What The Doctor Ordered" with Scott Brady; a woman physician knows just what she wants until she gets it

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Expiration Number 248

WEEK-END MOVIE GUIDE

FRIDAY

11:00 a.m. 4 "Revenge Of The Zombies"
Scientist collaborates with the Nazies by conceiving the idea of an army of zombies; Veda Ann Borg & John Carradine

1:00 5 "Manhattan Love Song"
Dixie Lee & Robert Armstrong

1:00 7 "King Arthur Was A Gentleman"
Comedy based on supposed discovery of sword Excalibur & its efficiency in modern warfare; Arthur Askey & Evelyn Dall

2:30 7 "Police Patrol"
Donald Woods & Madge Bellamy

3:15 4 "Eleventh Commandment"
Alan Hale

10:00 9 "Appointment With Murder"
"Falcon" attempts to locate two stolen paintings; John Calvert, Catherine Craig, & Jack Reitzen

11:00 5 "Private Angelo"
English soldiers spread the story of the heroism of a simple Italian soldier; Godfrey Tearle & Peter Ustinov

11:00 7 "Thou Shalt Not Kill"
A youth is convicted of murder, but a priest discovers the real culprit, & can do nothing about it; Charles Bickford, Owen Davis Jr., & Doris Day

12:00 4 "Uptown New York"
Jack Oakie & Shirley Grey in a tender comedy-romance of young love in the big city

SATURDAY

10:00 5 "King Of Kings"
Life of Christ based upon the Four Gospels. Scenes include: the Second Temple, Garden of Gethsemane, Halls of Caiaphas, Palace of Herod & Via Dolorosa. Stars H. B. Warner, Dorothy Cumming, Joseph Schildkraut, Montague Love, William Boyd, May Robson & Otto Lederer.

11:00 a.m. 9 "Wild Country"
U.S. Marshal & his pal track down an escaped convict; Eddie Dead, Roscoe Ates, & Peggy Wynne

12:00 9 "Devil On Wheels"
Teen agers are taught a lesson when they have an accident with their jalopies; Noreen Nash, Darryl Hickman, & Jan Ford

12:30 4 "Small Town Boy"
Comedy about a timid youth who is an easy mark for everyone in town till he finds a $1,000 bill; Stu Erwin, Joyce Compton, & Jed Prouty

1:00 9 "Killer Dill"
Comedy of a lingerie salesman who gets involved in a gangster war; Stu Erwin, Anne Gwynne, & Frank Albertson

2:00 7 "Phantom Of Santa Fe"
Boy is framed & arrested for robbery & murder, but escapes & aids the sheriff; Harry Carey

3:00 7 "Ride 'Em Cowgirl"
Involves the attempts of a gang to steal a gal's father's ranch by framing the old man; Dorothy Page, Milton Frome, & Vince Barnett

3:00 9 "Return Of Wildfire"
Western in which a cowboy saves two sisters from being swindled by a horse trader; Richard Arlen, Patricia Morison, & Mary Beth Hughes

4:00 7 "Rio Grande"
Land grabber snatches girl's ranch & forces her off the property; Charles Starrett, Ann Doran, & Bob Nolan

7:00 7 "Calaboose"
Plenty of action when the niece of the sheriff of a small town takes up the curing of criminals as a hobby; Jimmy Rogers, Noah Beery Jr., & Mary Brian

Stu Erwin
Sat. 1:00 p.m. (9)

Mary Beth Hughes
Sat. 3:00 p.m. (9)

James Cagney
Sun. 1:00 p.m. (4)

Barbara Britton
Sun. 10:00 p.m. (9)

9:30 7 "Whispering Footsteps"
Story of a scholarly young bank clerk who is suspected of a horrifying series of murders; John Hubbard

10:00 4 "Shaggy"
Story of a boy's love for his dog, & of a new stepmother's efforts to win the child's affection; George Nokes, Brenda Joyce, & Robert Shayne

11:10 7 "Waltz Time"
(1st showing) English attempt to go gay Viennese, with plenty of warbling; Carol Raye, Peter Graves, Patricia Medina, & John Ruddock

11:35 4 "Mr. Boggs Steps Out"
A statistician guesses the correct number of beans in a barrel & wins $1,500; Stu Erwin, Helen Chandler, & Toby Wing

SUNDAY

1:00 4 "Battling Hoofer"
Dancer goes to Hollywood, becomes a great success, marries a gal, but can't tell anyone about it; stars James Cagney, William Frawley & Evelyn Dow.

1:00 9 "Kansas Terrors"
Western about the troubles of the military head of the garrison fleecing the people of the town. Stars Robert Livingston, Raymond Hatton & Duncan Renaldo.

2:00 9 "Rolling Home"
Story of kids who enter a horse in the races to pay off the mortgage for a friend; Jean Parker, Russell Hayden

10:00 9 "I Shot Jesse James"
(1st showing) Study of the moral disintegration of an outlaw who, when he obtains government amnesty for killing a notorious bandit, finds himself universally despised for his deed; Preston Foster, Barbara Britton, & John Ireland

10:30 4 "Leave It To Henry"
Small town farce about a lawyer who is accused of setting fire to a toll bridge which is accidentally burned during the community centennial celebration; stars Raymond Walburn, Walter Catlett & Gary Gray.

11:00 5 "Trade Winds"
Fredric March, Joan Bennett, Ralph Bellamy & Ann Sothern in the exotic tale of detective sent to bring in a beautiful fugitive from justice.

Joan Bennett & Fredric March
Sun. 11:00 p.m. (5)

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Friday Apr. 3

	WBBM-TV 4	WNBQ 5	WBKB 7	WGN-TV 9

6:45 5 **Town And Farm**—Discussion
Milton Bliss comments
7:00 5 **Today**—Reports & Interviews
9:00 4 **Wheel Of Fortune**—Quiz
5 **Ding Dong School**—Nursery
9 **Your Figure Ladies**—Exercises
Paul Fogarty with slimming tips for gals
9:30 5 **Animal Fun**—Win Stracke
9 **Clete Roberts & World News**
9:45 4 **Meet Betty Furness**—Ideas
Tips on clothes, charm and household ideas with guest Stu Erwin
7 **INS Newsreel**—Information
9 **To Be Announced**
10:00 4 **News At Ten**—Information
5 **Ask Washington**—News Panel
7 **Beulah Karney Presents**—Tips
Good Friday cooking: getting ready for Sunday's Easter dinner
9 **A To Z Of Cookery**—Recipes
"Easter Bonnet" the dinner
10:05 4 **There's One In Every Family**
Dean Miller is host to contestants.
10:30 4 **Strike It Rich**—Warren Hull
Guest: publisher Elliott Caplin
5 **Mrs. U.S.A.**—Film Short
(Or UN General Assembly Meeting)
7 **Let's Exercise With Ed Allen**
10:50 7 **Your Weather**—Wayne Griffin

NEW!
MORNING LINEUP
ON CHANNEL 9

★ 9 A.M. "Your Figure, Ladies"
with PAUL FOGARTY,
Terry Georgian and Harold Turner
the show you've asked for

★ 10:00—11:00 A.M.
"A to Z of COOKERY"
with those two culinary experts
ALIDA DRAKE and JOHN ZENKER

WGN-TV CHANNEL 9

10:55 7 **News With Ulmer Turner**
11:00 4 **"Revenge Of The Zombies"**
MOVIE—Scientist collaborates with the Nazis by conceiving the idea of an army of zombies; Veda Ann Borg & John Carradine
5 **Creative Cookery**—Recipes
Javanese style shrimp, black beans, garlic sauce, & lobster tail salad. Also another freezing lesson
7 **Bob & Kay Show**—Variety
Interviews, commentary on various subjects, and helpful hints.
9 **Bride & Groom**—Interviews
11:15 9 **Love Of Life**—Serial Drama
Now that Beanie is going back to school, Meg seems determined to win Matt's love
11:30 7 **Danny O'Neil At Home**—Music
An informal variety with guest women's clubs.
9 **Search For Tomorrow**—Tale
Irene finds herself enmeshed in Wilcox's web of evil
11:45 9 **Guiding Light**—Serial Story
Dr. Keeler, minister in the series, gives a special Good Friday sermon
11:55 7 **News With Ulmer Turner**
12:00 4 **Luncheon With Billy**—Musical
Billy Leach is host in variety
5 **Noontime Comics**—John Coons
7 **Happy Pirates**—Kids' Variety
"Two Ton" Baker & Joe White amuse the youngsters with music, chatter & film
9 **Hi Ladies**—Interview Fun
Replica of the Gutenberg Bible and the Angel Choir of 34 voices of children from the 1st to 3rd grades.
12:25 4 **Midday News**—Late Report
12:30 4 **Garry Moore Show**—Comedy
Ray Malone in a dance number & comedy sketch with entire cast
5 **Shroud Of Turin** — Religious
Rev. Francis L. Filas, S. J. discusses possibility of a true photograph of Jesus Christ
7 **Nicky & Bobo**—Variety For Kids
Nick Francis & his small woolly dog
12:45 9 **News Of The Day**—S. Allen
12:55 7 **News With Ulmer Turner**
1:00 4 **Double Or Nothing**—Quiz
Bud Collyer is host to contestants
5 **"Manhattan Love Song"**
MOVIE—Dixie Lee & Robert Armstrong
7 **"King Arthur Was A Gentleman"**
MOVIE—Comedy based on supposed discovery of sword Excalibur & its efficiency in modern warfare; Arthur Askey & Evelyn Dall
9 **Luncheon Party**—Ernie Simon
1:30 4 **Art Linkletter's House Party**

Apr. 3 Friday

1:30 9 **Learning Brings Adventure**
"Food Engineering"

2:00 4 **Big Pay Off**—Quiz For The Men
5 **Break The Bank**—Bud Collyer
9 **Paul Dixon Show**—Variety
Pantomimes with Paul, Dottie Mack, & Sis Camp

2:25 7 **News With Ulmer Turner**

2:30 4 **Eddie Albert Show**—Variety
Music, commentary, a story or two, an old film, a guest celebrity, etc. with the Norman Paris instrumental group
5 **Welcome Travelers**—Interviews
7 **"Police Patrol"**
MOVIE—Donald Woods & Madge Bellamy

3:00 4 **Shopping With O'Reilly**—Tips
Patrick O'Reilly & Lee Phillip
5 **Kate Smith Hour**—Variety
Kateds, Katydids, "Cracker Barrel" interview with Ted Collins, & an informal musical segment
9 **That I May See**—Relig. Film

3:15 4 **"Eleventh Commandment"**
MOVIE—Alan Hale stars

4:00 5 **Hawkins Falls**—Serial Tale
A man chooses between duty & friendship
7 **Lucky 7 Ranch**—Western Film
"Without Honor" feature
9 **Trail Blazers' Theater**—Film
"Gentleman From Texas" feature

4:15 5 **Gabby Hayes Show**—Tall Tales

4:30 4 **Garfield Goose And Friend**
The King has his own ideas about Easter eggs & Friend Frazier wouldn't change them for the world
5 **Howdy Doody Show**—Puppets

5:00 4 **Kids Karnival Kwiz**—Games
Fun & movies with Nateo, the clown
5 **Elmer, The Elephant**—For Kids
John Conrad has his hands full with the too well educated elephant
7 **Laugh Time**—Film Shorts
"Charlie Chase" film plus cartoons
9 **Time For Beany**—Fun For Kids
Adventures with Beany, Cecil, the seasick sea-serpent, and the Captain

5:15 9 **Junior Edition**—S. Fentress

5:30 4 **Silhouettes Of The West**—Chats
5 **Industry On Parade**—Film
7 **Adv. Time With Bob Atcher**
"Three Musketeers" ch. 1A
9 **Robert Hurleigh**—News

5:45 4 **Chgo. Weather**—Russ Reed
5 **Something To Talk About**
Discussion with Chuck Acree
9 **Sports Review**—Brickhouse

5:50 4 **Guest Star**—Carmelita Pope
Guest: Rev. John Evans, religious editor of the Chicago Tribune

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Friday Apr. 3

WBBM-TV 4 | WNBQ 5 | WBKB 7 | WGN-TV 9

5:50 5 **Clifton Utley And The News**

6:00 4 **Bob Elson & Sports**—News
5 **Joe Wilson's Sports Corner**
7 **Austin Kiplinger & The News**
9 **Captain Video**—Adventures

6:10 7 **Sports Highlights**—Jack Drees

6:15 4 **News With Fahey Flynn**
5 **Town Crier**—Tony Weitzel

6:20 7 **Your Weather**—Wayne Griffin

6:30 4 **CBS News**—Douglas Edwards
5 **Those Two**—Comedy Skit
Pinky's fund raising gets him involved with a jealous husband
7 **Stu Erwin**—Comedy Drama
"Youth, It's Wonderful" hits the Erwin household with June trying a rejuvenating process of her own design & Stu attempting like tactics
9 **First Edition**—Spencer Allen

6:45 4 **Perry Como Show**—Musical
Como sings "Tell Me You're Mine," with the chorus "It's Easter Time" & "Bless This House," & Fontane Sisters do "Peter Cottontail"
5 **News Caravan**—John Swayze
9 **Chicagoland Newsreel**—Data

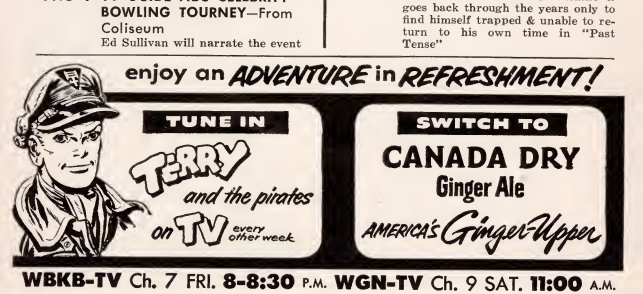
7:00 4 **MAMA**—Domestic Comedy
Dagmar learns a moral lesson when she enters someone else's drawing in a contest
5 **RCA VICTOR SHOW**—Musical
Dennis has to figure out a way of getting out of his engagement to Miss Mt. Ivy. Dennis's real life parents, Mr. & Mrs. McNulty, will be his guests. *Sponsored by RCA Victor*
7 **ADV. OF OZZIE & HARRIET**
Ozzie & Ricky go to the local florist in search of violets for Harriet
9 **CITY EDITOR**—Clem Lane
The stories behind the headlines

7:15 9 **TV GUIDE ABC CELEBRITY BOWLING TOURNEY**—From Coliseum
Ed Sullivan will narrate the event

7:30 4 **MY FRIEND IRMA**—Comedy
Mrs. O'Reilly gets fired & Irma (Marie Wilson) & Jane (Cathy Lewis) take her under their "wings"
5 **WALT'S WORKSHOP**—Creative
Mr. Durbahn will show how to plan & partition attic space & discuss materials to be used.
7 **SUPERMAN**—Adventures
George Reeves in "Night Of Terror"

8:00 4 **PLAYHOUSE OF STARS**—Drama
"The Governess" with Ellen Drew; a senator's wife invites all the former charges of a forgotten old governess to a party when she discovers the old lady feeling lonely & neglected
5 **BIG STORY**—Drama
Reporter Arthur Pflantz of the Utica, N.Y. Observer Dispatch took on the assignment of trying to reunite a dying woman with the son she hadn't seen for twenty-four years
7 **TERRY & THE PIRATES**—Drama
John Baer & William Tracy in "The Overseer." A dying man is the only clue to the rightful owners of a plantation, and a lovely girl claims the estate. *Sponsored by Canada Dry Ginger Ale*
9 **LIFE BEGINS AT 80**—Quiz
Jack Barry moderates panel

8:30 4 **OUR MISS BROOKS**—Comedy
Principal Conklin's ultimatum to students & teachers regarding somber dress develops into confusion in "Lulu, The Pin-Up Boat"
5 **ALDRICH FAMILY**—Comedy
Henry & Homer get into difficulties when they have to report to Mr. Bradley, the school principal
7 **TALES OF TOMORROW**
A man invents a time machine & goes back through the years only to find himself trapped & unable to return to his own time in "Past Tense"



WBKB-TV Ch. 7 FRI. **8-8:30** P.M. **WGN-TV** Ch. 9 SAT. **11:00** A.M.

8:30 9 WORLD IS YOURS—Film
Vacation spots of the Northwest area are shown and discussed

9:00 4 MR. & MRS. NORTH—Drama
The Norths have baby trouble instead of the usual murder trouble when they discover an infant in one of their bedrooms in "Pretty Baby"

5 CAVALCADE OF SPORTS
Dan Bucceroni, 26, of Philadelphia, Pa. with 37 wins & 3 losses vs Dave Davey, 24, of Cliffside Park, N.J. with 21 wins & 2 losses in a 10 rd. heavyweight bout from St. Nicholas Arena; Jimmy Powers announcing

7 "THE BIG HELLO"—Film Drama
Cesar Romero, Jeanne Cagney, & Raymond Burr in tale concerning a wrestler, his manager, & a young dancer with whom they are both in love.

9 TWENTY QUESTIONS—Quiz
Emcee Jay Jackson with Fred Van Deventer, Florence Rinard, Herb Polesie, Johnny McPhee and guest, vocalist Lanny Ross

9:30 4 FAVORITE STORY—Film Drama
Adolphe Menjou is featured

7 I AM THE LAW—Film Drama
"Train To Auburn" with Hal Hackett; a prisoner charged with theft & murder is enroute to Auburn, when the secretary of the murdered man effects his release

9 DOWN YOU GO—Panel Quiz
Dr. Bergen Evans emcees game with panel: Carmelita Pope, Toni Gilman, Fran Coughlin, and Robert Breen

9:45 5 GREATEST FIGHTS OF CENTURY
Boxing film: Joe Louis vs Tony Galento (June 28, 1939)

10:00 4 VIC PERRY—Man On The Street
Shenanigans with the passers-by

5 WEATHERMAN—Clint Youle
Climate forecast for the weekend

7 COURTESY HOUR—Variety
Professional talent in a wide variety of acts with Jim Moran as host. *Sponsored by Courtesy Motors*

9 APPOINTMENT WITH MURDER
MOVIE—Falcon attempts to locate two stolen paintings; John Calvert, Catherine Craig, & Jack Reitzen

10:10 5 DORSEY CONNORS—News Tips
An Easter egg hunt

10:15 4 HARRINGTON ON SPORTS

5 CLIFTON UTLEY & THE NEWS

10:25 4 CHGO. WEATHER—Russ Reed
Atmospheric conditions for weekend

10:30 4 CHICAGO AT NIGHT—C. Bill

5 LET'S LOOK AT SPORTS—Events

10:45 4 OUR SONG—Danny O'Neil

5 HERBIE MINTZ—Musical

11:00 4 KUP'S COLUMN—Gossip
Interviews & chats around Chicago

5 "PRIVATE ANGELO"
MOVIE—English soldiers spread the story of the heroism of a simple Italian soldier; Godfrey Tearle & Peter Ustinov

7 "THOU SHALT NOT KILL"
MOVIE—A youth is convicted of murder, but a priest discovers the real culprit, & can do nothing about it; Charles Bickford, Owen Davis, Jr., & Doris Day

11:15 4 11:15 EDITOR—Fahey Flynn

11:30 4 MURDER BEFORE MIDNIGHT

9 NEWS—Les Nichols Comments

11:45 9 FILM PROGRAM

12:00 4 "UPTOWN NEW YORK"
MOVIE—Jack Oakie & Shirley Grey in a tender comedy-romance of young love in the big city

12:30 7 WHAT'S NEW—Current Events

1:40 4 LATE WORLD NEWS

(Stations reserve the right to change above listings without notice)

Saturday Apr. 4

WBBM-TV 4	WNBQ 5	WBKB 7	WGN-TV 9

9:30 7 "BAD MAN FROM BIG BEND"
MOVIE—Western with Carl Shrum

10:00 4 THERE'S ONE IN EVERY FAMILY
Dean Miller is host to contestants

7 SPACE PATROL—Adventures
Commander Corry searches for a kidnapped doctor who is needed to save Carol from a dreaded space disease.

9 KIDS' CAMERA CORNER—Film

10:30 4 SMILIN' ED'S GANG—Stories
Little Fox, the Sioux Indian Boy, his pony, War Paint, & his friend, White Feather, locate a grizzly bear & her cub who have been raiding the horse herds

7 HAIL THE CHAMP—Games
Howie Roberts & Angel Casey co-emcee. Stunts: two boys on a revolving teeter-totter will try to deliver papers without breaking the Kewpie dolls which are in their path; two girls will bake pies in a pop-up oven, when the pies are done they will fly up in the air & the girls must try to catch them & stack them upstage; 3 boys & a girl will be road builders, each will be equipped with a small derrick with a built in vacuum cleaner; their job will be to pick up plates & place them in a pattern downstage.

9 KIDS & COMPANY—Variety
Johnny Olsen salutes the "kid of the week," awards a plaque, & dramatizes the youngster's story

11:00 4 BIG TOP—Circus Fun
Jack Sterling presents The Kays, high wire act; Payo & Mai, jugglers; Natal, a man disguised as a chimpanzee who does acrobatics on a rope.

7 BEULAH SHOW—Comedy
Louise Beavers is featured

9 "WILD COUNTRY"
MOVIE—U. S. Marshal & his pal track down an escaped convict; Eddie Dean, Roscoe Ates, & Peggy Wynne

11:30 7 "PECOS KID"
MOVIE—Western adventure tale

12:00 4 OPR. NEW HORIZONS

7 "CAVALCADE OF THE WEST"
MOVIE—Hoot Gibson western tale

9 "DEVIL ON WHEELS"
MOVIE—Teen agers are taught a lesson when they have an accident with their jalopies; Noreen Nash, Darryl Hickman, & Jan Ford

12:30 4 "SMALL TOWN BOY"
MOVIE—Comedy about a timid youth who is an easy mark for everyone in town till he finds a $1,000 bill; Stu Erwin, Joyce Compton, & Jed Prouty

1:00 7 "LUCKY TERROR"
MOVIE—Hoot Gibson western tale

9 "KILLER DILL"
MOVIE—Comedy of a lingerie salesman who gets involved in a gangster war; Stu Erwin, Anne Gwynne, & Frank Albertson

2:00 4 NEW WESTERN THEATER—Film

7 "PHANTOM OF SANTA FE"
MOVIE—Boy is framed & arrested for robbery & murder, but escapes & aids the sheriff; Harry Carey

2:30 4 MOVIE—Title To Be Announced

3:00 7 "RIDE 'EM COWGIRL"
MOVIE—Story of a gang's attempts to steal a girl's father's ranch by framing the old man; Dorothy Page, Milton Frome, & Vince Barnett

9 "RETURN OF WILDFIRE"
MOVIE—Western in which a cowboy saves 2 sisters from being swindled by a horse trader; Richard Arlen, Patricia Morison, & Mary Beth Hughes

3:30 5 AMERICAN INVENTORY
"Cancer: A Research Study" with Dr. Charles S. Cameron, Medical & Scientific Dir. of the American Cancer Society, as narrator

4:00 4 CLASSIC THEATER—Music
"Condotlie" part 1

5 HILL NUMBER ONE—Film
Special Easter show; Story of American gun crew at the front lines & the parallel between their sacrifices & those of Christ on Calvary

7 "RIO GRANDE"
MOVIE—Land grabber snatches girl's ranch & forces her off the property; Charles Starrett

4:45 9 "GANGSTERS DEN"
MOVIE—Adventure story

5:00 4 FARMTOWN U.S.A.—Talks
George Menard host. Baby chicks will be hatched on the show and two different breeds of rabbits will be exhibited. Guest, farmer who raises Easter lilies.

5 RELIGIOUS FILM SHORT
"Moses & His Ten Commandments"

7 SATURDAY LAUGH TIME—Film
"Laurel & Hardy" film & fairy tale

5:15 5 HOBBY TIME—Bill Healion
Guest: Joe O'Hearn & Bill discuss model railroading

5:30 4 FILM SHORT

5 JET JILOT—Aviation Show
Review of the primary principles of flight with Jerry Garvey, Cmdr. Robert Horder, and George Cisar

(Continued on page A-18)

For all the late News it's...

"MID-DAY NEWS"

with Frank Reynolds

Monday thru Friday 12:25 p.m.

PRESENTED BY FAMOUS FOXHEAD 400 BEER

FOR MORE LATE NEWS HEADLINES

NEWS AT 10 a.m. with Frank Reynolds

NEWS AT 6:15 p.m. with Fahey Flynn

CBS NEWS AT 6:30 p.m. with Douglas Edwards

11:15 p.m. EDITION with Fahey Flynn

Chicago's Showmanship Television Station

CBS IN CHICAGO

WBBM-TV 4

Saturday Apr. 4

WBBM-TV 4	WNBQ 5	WBKB 7	WGN-TV 9

5:30 7 ROOTIE KAZOOTIE—Puppets
A heavy gloom is cast upon Rootie Kazootie & his friends when the baseball bat they have retrieved from Poison Zoomack falls apart in their hands

6:00 4 STORK CLUB—Interviews
Sherman Billingsley is host to celebrities

5 MR. WIZARD—Science Study
Don Herbert and Bruce Lindgren discuss "Surface Tension"

7 PAUL WHITEMAN'S TEEN CLUB
Talent variety competition for teen agers with Nancy Lewis assisting "Pops." "Reminiscing with the old timers," "Pops" and band do numbers as they were played in the old days.

9 INSP. MORLEY, SCOTLAND YD.
Patrick Barr clashes with the underworld in "Murder In The Strand"

6:30 4 BEAT THE CLOCK—Games
Bud Collyer is host to contestants

5 MY HERO—Situation Comedy
A high school girl develops a "Big Crush" on Beanblossom

Kyle MacDonnell, "Miss Television" of the nation, now topping the current "Parade of Stars" in the Palmer House Empire Room, has appeared in musicals, on her own TV show, and as a guest on many others. With her are The DeMattiazzis, Ventriloquist Skeets Minton, Bob De Voye and Betty Lorraine, with Claire Leonard and the Merriel Abbott Dancers. Another pair of TV favorites, monkeys Tippy and Cobina, are a special attraction—all with the music of Emil Coleman's Orchestra. —Adv.

6:30 7 WHAT'S YOUR BID?—Sales
"Liberal Bill" is the auctioneer with John Reed King as emcee, & a stack of gifts to be given away as well as bid for

9 JOHNNY JUPITER—Satire
A TV studio janitor accidentally contacts the planet of Jupiter, & carries on a conversation with Johnny & his pal B-12 regarding the foibles of "Earthlings." Dr. Duckweather has his first rehearsal for Jupiterian television.

7:00 4 JACKIE GLEASON SHOW
Guest: Jan Peerce.

5 ALL STAR REVUE—Variety
George Jessel is host with Eddie Cantor, Fred Allen, & Gloria De Haven. Birthday party theme; in a skit Jessel as Prof. Conzemacher expounds on three dimensional movies

7 "CALABOOSE"
MOVIE—Plenty of action when the niece of the sheriff of a small western town takes up curing criminals as a hobby; Jimmy Rogers, Noah Berry Jr., & Mary Brian

9 SPORTS EDITION—News Events
Jack Brickhouse comments

7:15 9 CHRISTOPHER FILM SHORT
Religious discussion

7:30 9 THIS IS THE LIFE—Drama
The story of the Passion is retold to give strength to those about to die

8:00 4 THIS IS SHOW BUSINESS
Emcee Clifton Fadiman with Sam Levenson, George S. Kaufman and guests: Jacqueline Susann, Nat "King" Cole, dancer Nora Kaye, & comedian George De Witt

5 YOUR SHOW OF SHOWS
Sid Caesar & Imogene Coca with regulars Jack Russell, Judy Johnson, Marguerite Piazza, Hamilton Trio, Billy Williams Quartet, Carl Reiner & Howard Morris. Harry Snow replaces singer Bill Hayes

7 BOXING BOUTS
Johnny Gonsalves, 23, of Oakland, Calif. with 29 wins, 2 draws, & 5 defeats vs Virgil Akins, of St. Louis with 20 wins & 10 defeats in a 10 rd. lightweight bout; Bill Stern announces

9 YOUR SENATOR'S REPORT
Sen. Paul H. Douglas (D.-Ill.) and Sen. Everett M. Dirksen (R.-Ill.) report from Washington, D.C.

8:15 9 PATHWAYS OF THE WORLD
"Easter Evening Song"

8:30 4 MEET MILLIE—Comedy Skit
Situation comedy with Elena Verdugo

Apr. 4 Saturday

8:30 9 **WRESTLING FROM MARIGOLD**
Tag match: Zack Malkov & Ned Taylor vs Garcia Brothers, Jerry Woods vs "Irish" McGee, Balk Estes vs Pedro Godoy, double windup: Finis Hall vs Yukon Eric & Benito Gardini vs Cowboy Carlson

9:00 4 **BALANCE YOUR BUDGET**
Quiz game with contestants

7 **HEART OF THE CITY**—Drama
Pat McVey and Jane Nigh star

9:30 4 **IT'S NEWS TO ME**—Panel Quiz
John Daly is host to panel: Anna Lee, John Henry Faulk, Nina Foch, & Quentin Reynolds

5 **YOUR HIT PARADE**—Musical
Seven top tunes of the week sung and enacted by Snooky Lanson, Dorothy Collins, June Valli, Russell Arms, the Hit Paraders and dancers, and Raymond Scott & his orchestra. Extras: dance number, "In The Still Of The Night" & Dorothy Collins sings "A Tisket A Tasket"

7 **"WHISPERING FOOTSTEPS"**
MOVIE—Story of a scholarly young bank clerk who is suspected of a horrifying series of murders; John Hubbard

10:00 4 **"SHAGGY"**
MOVIE—Story of a boy's love for his dog, & of a new stepmother's efforts to win the child's affection; George Nokes, Brenda Joyce, & Robert Shayne

5 **"KING OF KINGS"**
MOVIE—(1st showng) Life of Christ based upon the Four Gospels. Scenes include: the Second Temple, Garden of Gethsemane, halls of Caiaphas, palace of Herod, & Via Dolorosa; H. B. Warner, Dorothy Cumming, Joseph Schildkraut, Montague Love, William Boyd, May Robson, & Otto Lederer

11:00 7 **SOMETHING NEW**

9 **MOVIE**—Title To Be Announced

11:10 4 **LATE WORLD NEWS**

7 **"WALTZ TIME"**
MOVIE—(1st showing) An English attempt to go gay Viennese, with plenty of warbling; Carol Raye, Peter Graves, Patricia Medina, & John Ruddock

11:25 4 **HUTCHINSON WAX**

11:35 4 **"MR. BOGGS STEPS OUT"**
MOVIE—A statistician guesses the correct number of beans in a barrel & wins $1,500; Stu Erwin, Helen Chandler, & Toby Wing

12:30 7 **COMEDY CAMEO**—Film Short

9 **NEWS**—Up-To-The-Minute Data

(Stations reserve the right to change above listings without notice)

★ ★ ★

TONIGHT

★ CHANNEL 5 ★

HAUSER'S GRAND MARQUEE

ON NBC Presents

Cecil B. De Mille's . . .

"THE KING OF KINGS"

starring

H. B. WARNER

★ **10:00 PM** ★

presented by

HAUSER NASH SALES

Sunday Apr. 5

WBBM-TV 4 | WNBQ 5 | WBKB 7 | WGN-TV 9

9:00 4 LAMP UNTO MY FEET
Religious discussion and playlet with moderator Dr. Lyman Bryson.

9 HILL NUMBER ONE—Film
Special Easter program; a parallel between the sacrifices of an American gun crew at the front lines and the sacrifice of Christ on Calvary

9:30 4 EASTER FILM

5 THE PULPIT—Religious Talk
Dr. Carl Winters of the First Baptist Church in Oak Park speaks

7 SADDLE & SAGE—Western
"Rustler's Paradise."

9:45 4 EASTER PONTIFICAL MASS
His Eminence Samuel Cardinal Stritch celebrates the Mass from Holy Name Cathedral. The Cardinal's Cathedral Choristers of 92 voices will song the Common of the Mass & the Proper will be done by the Quigley Seminary Plain Chant Choir of 90 voices; Rev. Edward B. Brueggeman, S. J. will give the sermon; Rev. John M. McCarthy will narrate

5 WHAT'S YOUR TROUBLE—Talk
Dr. Norman Vincent Peale and his wife discuss various topics

10:00 5 SUN. FUNNIES—John Conrad

9 "PANTHER'S CLAW"
MOVIE—Two wig makers & a group of opera personalities are suspects in the murder of an opera singer; Sidney Blackmer & Byron Foulger

10:15 5 MAGIC CLOWN—Kids' Variety

10:30 5 THE MASTER—Talk
Life of Christ as portrayed in art with Cloyd Head narrating

11:00 7 TOOTSIE HIPPODROME
Guests: the Freddys, sharp shooting act with rifles & pistols

11:15 4 EASTER FILM

11:30 4 CANDY CARNIVAL—Variety
Gene Crane emcees kids' fun

5 EASTER IN NEW YORK
Spring fashions & family celebration described by Frank Blair, Eleanor Lambert, Merrill Mueller, & George Hicks

7 FAITH FOR TODAY—Religious
Rev. W. A. Fagel conducts discussion on theological aspects of the Easter holiday

9 CAPTAIN MIDNIGHT—Drama
"Hawk of the Wilderness" part 3

12:00 4 EASTER PARADE—New York
"Easter—Then & Now" New York is celebrating its 300th anniversary. Commentary will be given by: Celeste Holm, Bert Lytell, Yul Brynner, Sally Forrest, Ilona Massey, Geraldine Page, Mrs. Clarence Day, Frederick Lewis Allen, Cleveland Amory, Victor J. Hammer, & 80 voice Abyssinian Baptist Choir; also, Charles Collingwood with Mike Wallace & Buff Cobb.

7 EASTER 1953 (Tentative)
Maggi McNellis & Bryson Rash describe & interview activities of New York and Washington society

9 "NORTHERN FRONTIER" or HEART OF THE CITY
MOVIE—Kermit Meynard & Russell Hopton

12:30 4 TV GARDEN CLUB
Mr. James N. Burdett discusses planting & growing of gladiolus & chrysanthemums (tentative).

5 FRONTIERS OF FAITH—Talks

7 AMATEUR HOUR—Talent
(Tentative) Bob Murphy emcee.

1:00 4 "BATTLING HOOFER"
MOVIE—Dancer goes to Hollywood, becomes a great success, marries a gal, but can't tell anyone about it; James Cagney, Evelyn Dow, & William Frawley

5 HOW DOES YOUR GARDEN GROW?—Discussion & Movies
John Ott features the beautiful Lilium Candidum (Madonna lily) along with other first flowers of spring

9 "KANSAS TERRORS"
MOVIE—Troubles with the military head of the garrison fleecing the people of the town; Robt. Livingston, Raymond Hatton, & Duncan Renaldo

1:30 5 AMERICAN FORUM OF THE AIR
"How Can The United Nations Better Promote Peace?" discussed by Sen. John Sherman Cooper (R-N.Y.) and Rep. W. J. Bryan Dorn (D-S.C.).

7 WILD BILL HICKOK—Western
Guy Madison and Andy Devine in "The Wrestling Story." A challenge to a champ to foil a bank robber.

2:00 5 RANGE RIDER—Western Drama
An ancient curse almost thwarts efforts on the part of Jack Mahoney & Dick West to capture a band of smugglers in "Pale Horse"

7 CISCO KID—Western Movie
Duncan Renaldo and Leo Carillo

9 "ROLLING HOME"
MOVIE—Story of kids who enter a horse in the races to pay off the mortgage for a friend; Jean Parker & Russell Hayden

Apr. 5 Sunday

2:30 4 BUSTER CRABBE SHOW
Western Adventure tale

5 CITY DESK—Discussion
Chicago's problems debated with Len O'Connor as moderator

7 ADVENTURES OF KIT CARSON
Bill Williams is featured as Kit

3:00 4 GREAT WESTERN THRILLER
Starring Bob Steele in western

5 KUKLA, FRAN, AND OLLIE
Burr Tillstrom, puppeteer, with Fran Allison and the Kuklapolitans

7 HOPALONG CASSIDY—Tale
Bill Boyd is featured as "Hoppy" in "Devil's Playground."

9 INVENTION OF THE MONTH CLUB—Film

3:30 4 OMNIBUS—Variety 'Til 5:00
Special production of the morality play "Everyman." Film showing Grandma Moses, her life & work. Alistair Cooke discusses Easter ceremonies & customs through the world. Film made by movie pioneer George Melies in 1902 called "A Trip To The Moon."

5 ZOOPARADE—About Animals
R. Marlin Perkins repeats his reading of the animals' Easter story. Jim Hurlbut turns fashion commentator for the day as he describes the costumes of Tong & Tonga, the zoo's new baby orangutans, & other animals

7 BOB ATCHER SHOW—Kids Fun
Puppet Sammy Squirrel helps Bob with the chores

9 CORONATION CEREMONY—Film Short

4:00 5 HALL OF FAME—Drama
"The Other Wise Man" by Harold Callen; there was another wise man on his way to Bethlehem, but as legend has it, he never quite made it because of the time spent in doing good deeds along the way.

7 SUPER CIRCUS—Big Top Fun
Claude Kirchner presents The Vagabounders, trampoline act, Menagerie features rabbits, chicks, ducklings, & a lamb; high wire act, the Great Lalage; perch pole act, Ferreyra Sisters; Cliffy, Scampy, Nicky, & Mary Hartline in "The Handy Dandy Handy Men"; & Happy Harrison's animal circus.

9 "HOUSE OF SILENCE"
MOVIE—An enterprising newspaperman discovers the background of strange transactions in the foreboding house on the hill; Tom Helmore, Roddy Hughes, & Jenny Laird

4:30 5 SIGHTSEEING WITH SWAYZES
John Cameron Swayze with his family tell of the beauties of various locales

4:45 5 WINDOW ON WASHINGTON
Bill Henry with the news

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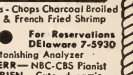

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Sunday Apr. 5

WBBM-TV 4 | WNBQ 5 | WBKB 7 | WGN-TV 9

5:00 4 YOU ARE THERE—History
Cortez with 300 Spanish soldiers conquers 300,000 Aztecs under the rule of Montezuma in 1519.

5 MEET THE PRESS—Discussion
Martha Rountree & Lawrence Spivak interview Secretary of the Interior Douglas McKay.

7 MAGIC—Feats Of Trickery
Emcee magician Don Alan presents guest

9 FAMOUS PLAYHOUSE—Film
"Venture In Ivory." Thrilling story of a desperate search for two ivory pachyderms who have murdered a man.

5:30 4 SEE IT NOW—News Films
Edward R. Murrow's documentary of important events of week

5 ROY ROGERS SHOW—Drama
Roy tangles with a hot tempered killer who never carries a weapon, but uses other men's guns to destroy those who get in his way in "Loaded Guns."

7 LILLI PALMER SHOW—Chats
Guest: Robert Helpmann.

9 "ON HOLY GROUND"

6:00 4 GENE AUTRY SHOW—Western
A "Poisoned Waterhole" proves to be a clue to a missing silver mine

5 RED SKELTON SHOW—Comedy

7 YOU ASKED FOR IT—Requests
Art Baker presents horse who rides a man, a ship in a bottle, G.I. jumping Jill, a short cut to horror, and a swim for life.

9 TRIUMPHANT HOUR—Film
Story of Christ's resurrection & ascension into heaven interwoven with prayer & music. Appearing in the film will be: Don Ameche, Ann Blyth, Jerry Colonna, Bob Hope, Fibber McGee & Molly, & others.

6:30 4 PRIVATE SECRETARY—Comedy
Susie (Ann Sothern) proves by her incessant prying and skillful maneuvering that it is pretty hard to keep a secret from a private secretary.

5 MISTER PEEPERS—Comedy
A rare butterfly discovered in the woods takes a great liking to Mr. Peepers (Wally Cox).

7 WHAT'S THE ANSWER—Quiz
Mal Bellairs asks the questions

7:00 4 TOAST OF THE TOWN—Variety
Ed Sullivan presents a cavalcade of clowns, 30 from the Ringling Bros., Barnum & Bailey circus, a film scene from "The President's Lady" with Susan Hayward & Charlton Heston, Gracie Fields, the Szonys, Notre Dame Glee Club, comedian Wally Boag, Burton's birds.

5 COMEDY HOUR—Variety Show
Host Donald O'Connor with guests: Vivian Blaine & Brian Aherne.

7:00 7 ALL-STAR NEWS—Events
Bryson Rash features an engrossing documentary on the Easter holiday & its spiritual & temporal meanings as celebrated by Americans

9 FAITH OF OUR FATHERS—Talk
First Congregational Church, Dr. George Ogden Kirk officiating.

7:30 9 BIG PICTURE—Korean Film

8:00 4 FRED WARING—Musical Show
"Song Of Easter," traditional musical tribute, is an arrangement of 14 spirituals, & tells the festival story in music & verse including such numbers as "Let Us Break Bread," "Were You There When They Crucified My Lord?" "My Soul Wants Something That's New," "Jesus Is Risen From the Dead," & "Hallelujah!"

5 TV PLAYHOUSE—Drama
"A Young Lady Of Property" by Horton Foote with Kim Stanley, Joanne Woodward, Margaret Baker, & Fredye Marshall; a 15 yr. old girl, whose mother is dead, feels rejected by her father, & suddenly begins to live in a dream world protected by a front of arrogance.

7 MARCH OF TIME—Film
Westbrook Van Voorhis.

9 ROCKY KING—Roscoe Karns
Murder visits a sorority house where blackmail mixes education on the college campus in "The Kiss Of Death"

8:30 4 TIME TO SMILE—Variety
Ken Murray & his troupe visit the studio of Duke Art, the lightning sculptor, who will do busts of Ken, Laurie Anders, & Anita Gordon. Johnny Johnston & the Glamorlovelies join in the festivities.

7 DANGEROUS ASSIGNMENT
Brian Donlevy as agent Steve Mitchell in "The Archeology Story."

9 PLAINCLOTHESMAN—Drama
A lovers' quarrel takes place at the waterfront & the subsequent drowning could either be suicide or murder in "Backwash"

9:00 4 THE WEB—Mystery Drama
"A Cary Of Trumpets" with Gloria Marlowe, Ray Danton, & Tom Raynor; a bullfighter is killed when one of the fans jumps into the ring, & the dead man's brother swears vengeance

5 THE DOCTOR—Film Drama
A cop faces a grave conflict when a boyhood friend is acquitted of a crime of which he is actually guilty in "As The Twig Is Bent"; with Dennis Harrison, Diana Herbert, & Edward Binns

7 BILLY GRAHAM—Religious
Program of Easter music and a special Easter message

Apr. 5 Sunday

9:00 9 ARTHUR MURRAY PARTY
Hostess Kathryn Murray presents Charles Coburn, Peter Birch, and Christine Jorgensen.

9:15 7 QUEST FOR SERENITY—Talk
Dr. Kenneth Hildebrand speaks

9:30 4 WHAT'S MY LINE?—Quiz
John Daly moderates panel: Dorothy Kilgallen, Bennett Cerf, Arlene Francis & Steve Allen

5 VICTORY AT SEA—Film Drama
"The Battle For Leyte Gulf" shows how the Japanese mustered their remaining strength in an effort to destroy the Americans, how the giant 63,000 ton battleship Mushashi was destroyed

7 TO BE ANNOUNCED

9 JACKSON AND JILL—Film
Helen Chapman & Todd Karnes in a situation comedy based on the gambits & misadventures of a pair of lovebirds, titled "It's Ridiculous"

10:00 4 TO BE ANNOUNCED

5 WEATHERMAN—Clint Youle
General description of the day's climate and what to expect this week

7 PAUL HARVEY NEWS

9 "I SHOT JESSE JAMES"
MOVIE—(1st showing) Study of the moral disintegration of an outlaw who obtains government amnesty for killing a notorious bandit, but finds himself universally despised for his deed; Preston Foster, Barbara Britton, & John Ireland.
Sponsored by Courtesy Motors

10:10 5 DORSEY CONNORS—Ideas

10:15 5 ALEX DREIER—News Report
Late data on current events

7 OUT OF THE WORLD—Talk
Adult science program with John Sternig

10:30 4 "LEAVE IT TO HENRY"
MOVIE—(1st showing) Small town farce about a lawyer who is accused of setting fire to a toll bridge which is accidentally burned during the community centennial celebration; Raymond Walburn, Walter Catlett, & Gary Gray

5 SPORTS STAR TIME—News
Tom Duggan discusses events

7 WRESTLING FROM RINGSIDE
Dick Raines vs Mr. Moto on film.

11:00 5 "TRADE WINDS"
MOVIE—Fredric March, Joan Bennett, Ralph Bellamy, & Ann Sothern in tale of detective sent to bring in a beautiful fugitive from justice

11:30 9 NEWS—Lee Nichols Comments

11:45 9 HEALTH AIDS—Commercial

(Stations reserve the right to change above listings without notice)

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CLINT YOULE

(continued from page A-5)

not the belligerent type, went along with this switch, just to see what happened.

What happened was a barrage of mail from some Youle fans who said they liked Jean better than they did Clint. A typical letter: "How could those professional hucksters replace a sweet, friendly girl like Jean with one of those 'kitchen actresses' who would give the same pitch to any product. Sure, Jean fluffed her lines once in a while, but we loved her for it." A window-washer wrote in saying that he always tuned in because he had to know the wind direction, but added that "Clint Youle without Jean on his show is like a duck without water."

So far, nothing has been decided on the matter, but Clint is beginning to chafe a little bit, which may mean that Jean will be back on any day now. Even if it means a different sponsor. (There's a long waiting list of sponsors who'd be glad to pick up Clint's tab.)

One of the typical fluffs that endear Clint to his fans took place when he was sponsored by Ceresota Flour. Setting out to say something about "a batch of biscuits," he was horrified to find himself saying "a batch of bitches." There's nothing you can say after something like that happens and Clint just stared meekly at his audience.

Jean topped that one night. After doing a commercial she saw one of the people off camera holding his nose. Thinking that she was off camera herself, she imitated his action, thus demonstrating that what she said about the product and what she thought about it were two different things.

Aside from his Weather show at night, Clint is on twice a week on the Camel Caravan network news show. He also has a huge farm out in Northwestern Illinois and has started to dabble in business. He manufactures agricultural implements and owns a store which takes some of his time.

Trying to pin down the essence of the charm of Clint Youle, you'd have to fall back on the theory that he's just like kinfolk. There's nothing superficial or forced about him and his low-pressure approach is perfectly natural. In spite of what some extravaganza producers may think, these qualities of Clint's are appreciated by people. When they see somebody on television who can afford to be natural, they enthusiastically gravitate toward him. And just like those NBC chimes proclaim, he's "quality."

Clint Youle is seen at 10 p.m. on channel 5 (WNBQ) Sunday through Friday and on Camel News Caravan at 6:45 p.m. twice a week.

BACK ON THE AIR!

The show thousands asked for

9:00 A.M.
Monday thru Friday

"YOUR FIGURE LADIES"
with
Mrs. Fogarty's boy, Paul

WGN-TV CHANNEL 9

6:45 5 **Town & Farm**—Discussions
Milton Bliss with news of interest
7:00 5 **Today**—News & Commentary
9:00 4 **Arthur Godfrey Time**—Variety
5 **Ding Dong School**—For Kids
9 **Your Figure Ladies**—Exercises
9:30 5 **Animal Fun**—Kids' Show
7 **INS Newsreel**—Data
9 **Clete Roberts World Report**
9:45 7 **All About Baby**—Ruth Crowley
9 **Earl Nightingale Program**
10:00 4 **News At Ten**—Commentary
5 **Ask Washington**—News Panel
7 **Beulah Karney Presents**—Tips
Pan American day; featuring classic cooking from So. Amer. countries.
9 **A To Z Of Cookery**—Recipes
"Easy Does It"
10:05 4 **There's One In Every Family**
10:30 4 **Strike It Rich**—Quiz Game
5 **Mrs. U.S.A.**—Film Short
(Or UN General Assembly Meeting)
7 **Let's Exercise With Ed Allen**
10:50 7 **Your Weather**—Wayne Griffin
10:55 7 **News With Ulmer Turner**
11:00 4 **"One Third Of A Nation"**
MOVIE—A man inherits a group of tenements in the slums, sees the poverty, & decides to do something about it; Sylvia Sidney, Leif Erik-
5 **Creative Cookery**—F. Pope
Veal stew tarragon, TV cucumber & bacon dip, tvoroshniki (Russian breakfast cakes)
7 **Bob & Kay Show**—Variety
9 **Bride & Groom**—John Nelson
11:15 9 **Love Of Life**—Continued Tale
Beanie's return to school brings to light some unexpected facts.
11:30 7 **Breakfast With D. O'Neil**
Sadie Kahn Memorial Club guests.
9 **Search For Tomorrow**—Drama
Irene can't possibly tell Victor the truth.
11:45 9 **Guiding Light**—Serial Story
Young Joey tells Meta he has become seriously interested in a girl
11:55 7 **News With Ulmer Turner**
12:00 4 **Luncheon With Billy**—Musical
5 **Noontime Comics**—John Coons
7 **Happy Pirates**—Kids' Fun
9 **Hi Ladies**—Jack Payne MC
Adagio dance team.
12:25 4 **Midday News**—Late Report
12:30 4 **Garry Moore Show**—Variety
Comedy sketch "Spring fever," Dorothy Jarnac, comedienne & dancer,
5 **Film Short**
7 **Time For Fun**—Nick Francis
With Bobo, the little woolly dog.
12:45 9 **News Of The Day**—S. Allen

12:55 7 **News With Ulmer Turner**
1:00 4 **Double Or Nothing**—Quiz
5 **"Nearly Eighteen"**
MOVIE—Theme of an aspiring youngster trying to make good in show business in the big city.
7 **"Millions Like Us"**
MOVIE—Story of a girl assigned to work in an aircraft factory.
9 **Sewing Circle**—Tips
"Box Jacket"
1:30 4 **Art Linkletter's House Party**
9 **Magic Carpet**—Film Short
"Pioneer Of Progress"
2:00 4 **Big Pay Off**—Quiz Show
Randy Merriman & Bess Myerson
5 **Break the Bank**—Quiz Game
Bud Collyer emcees giveaway show
9 **Paul Dixon Show**—Variety
2:25 7 **News With Ulmer Turner**
2:30 4 **Eddie Albert Show**—Variety
5 **Welcome Travelers**—Chats
7 **"Crimson Romance"**
MOVIE—How the war changed the relationship between an American boy & a young German; Eric Von Stroheim & Vera Maritza.
3:00 4 **Shopping With O'Reilly**
Musical with tips for housewives
5 **Kate Smith Hour**—Variety
Musical comedy bit with Kateds & Katydids, Jay Marshall, "Cracker Barrel" interview, and Alene Dalton, story princess.
9 **"Calling All Cars"**
MOVIE—Newspaper reporter tries to break up a gang of mobsters.
3:15 4 **"Small Town Boy"**
MOVIE—Comedy about a timid small town guy who gains courage from the possession of a $1,000 bill.
3:55 7 **News With Ulmer Turner**
4:00 5 **Hawkins Falls**—Drama
Of all the visitors Knap Drewer has faced, today's is the most difficult.
7 **Lucky 7 Ranch**—Western Film
"Western Justice."
9 **Trail Blazers' Theater**—Film
"Under Arizona Skies"
4:15 5 **Gabby Hayes Show**—Tall Tales
4:30 4 **Garfield Goose & Friend**
Frazier brings Garfield a new toy, but the King never gets a chance to try it.
5 **Howdy Doody Show**—Puppet
5:00 4 **Kids Karnival Kwiz**—Games
5 **Elmer, The Elephant**—Fantasy
7 **Laugh Time**—Film Shorts
"Laurel & Hardy" film.
9 **Time For Beany**—Puppet Fun
Capt. Huffenpuff & Cecil the Seasick Sea Serpent set sail on the Leapin' Lena under sealed orders.
5:15 9 **Junior Edition**—News Show

Monday Apr. 6

WBBM-TV 4 | WNBQ 5 | WBKB 7 | WGN-TV 9

5:30 4 **Silhouettes Of The West**—Talks
5 **Industry On Parade**—Film
Makers of electronic cleanser, plastic ware, cement lining, & automobile horns
7 **Adv. Time With Bob Atcher**
"Three Musketeers" ch. 2.
9 **Robert F. Hurleigh**—News

5:45 4 **Chgo. Weather**—Russ Reed
5 **Something To Talk About**
9 **Sports Review—Brickhouse**

5:50 4 **Guest Star**—Carmelita Pope
Marie Martin, fashion designer.
5 **Clifton Utley And The News**

6:00 4 **Sports & Comments**—Elson
5 **Joe Wilson's Sports Corner**
7 **Austin Kiplinger & The News**
9 **Captain Video**—Adventures
On their way to earth Capt. Video, Commissioner Carey, & the rangers learn that rocket Macrorie has thrown caution to the winds & is involved in a mysterious adventure.

6:10 7 **Sports Highlights**—Jack Drees

6:15 4 **News With Fahey Flynn**
5 **Town Crier**—Tony Weitzel

6:20 7 **Your Weather**—Wayne Griffin

6:30 4 **CBS News**—Douglas Edwards
5 **Those Two**—Comedy Skits
Pinky runs into complications with a diamond when he plans to visit his parents.
7 **Hollywood Screen Test**—Drama
Mary Sinclair with Alfreda Wallace & Blaine Corder in "Delivery Delayed"; a man is sentenced to death for a crime he did not commit.
9 **First Edition**—Spencer Allen

6:45 4 **Perry Como Show**—Musical
Como sings "Hush-A-Bye," with chorus "Anywhere I Wander" & "Kaw Liga," & Fontanes do "He Who Has Loved."
5 **News Caravan**—Swayze
9 **Chicagoland Newsreel**

7:00 4 **BURNS & ALLEN**—Comedy
Gracie thinks George is buying a mountain cabin, & confusion reigns
5 **PAUL WINCHELL SHOW**
Variety with dancers Diane Sinclair & Ken Spaulding, "What's My Name" quiz, and skits
7 **HOMICIDE SQUAD**—Mystery
Three men who bear scratch marks are suspects in the murder of a young lady in "The Case of the Marked Men" with Tom Conway.
9 **HOW'S YOUR HEALTH?**—Talks
"You Breathe To Live" discussed by Dr. Hans Von Leden, asst. prof. of otolaryngology at Northwestern University School Of Medicine

7:30 4 **GODFREY'S TALENT SCOUTS**
Professional talent competes
5 **VOICE OF FIRESTONE**—Music
Guest soloist: Jerome Hines sings "Trust In The Lord" by Handel, Schumann's "The Two Grenadiers," with the chorus "Panis Angelicus" & "La Spagnole." Chorus & orchestra present "Unfold Ye Portals," "The Bells," and music from "Tannhauser" overture
7 **"WHISPERING FOOTSTEPS"**
MOVIE—Story of a scholarly young bank clerk who is suspected of a horrifying series of murders; John Hubbard.
9 **JOHNS HOPKINS REVIEW**
"Medical Science At Home & Abroad" tells of the cooperation & exchange of information & personnel. Guests: British Ambassador to the U.S. Sir Roger Makins, Dr. Detlev W. Bronk, pres. of Johns Hopkins & Nat'l. Acad. of Sciences, and Drs. Francis F. Schwentker, Russell H. Morgan, & Richard H. Shryock

8:00 4 **I LOVE LUCY**—Comedy Drama
Lucy gets green-eyed when she reads a columnist's report on Ricky's new girl vocalist
5 **EYE WITNESS**—Drama
"Apartment 4-D"; a young woman is confronted by a man who insists he is her husband, although she knows he is not.
9 **BIG IDEA**—New Inventions
Inventions include a permanent growth exterminator for homeowners to kill poisonous weeds, an inside lock for the rear door of a car; Guest is Dr. John W. Mauchly, inventor of Univac, which can solve a problem in a matter of minutes which would take 10 men 10 years to solve. Also, an automobile to accommodate 2 children & travel at 15 miles per hour.

8:30 4 **RED BUTTONS SHOW**—Antics
Comedy with Pat Carroll, Joe Silver, Allan Walker, Beverly Dennis, and guest vocalist Gisele MacKenzie.
5 **ROBERT MONTGOMERY**
"Second Hand Sofa" a young girl fighting to keep her sanity gradually becomes aware of the identity of a murderer & of the fact that she is to be his next victim; Ann Rutherford.
7 **BOXING FROM RAINBO**
Main event: Bobby Singleton, 23, of South Bend, Indiana with 15 wins & 5 losses vs "Irish" Billy Wagner, 21, of Pittsburgh, Pa. with 15 wins & 3 losses in a 8 rd. lightweight bout; Jack Drees announces. Keep round-by-round score with Ed Pazdur of *TV GUIDE*.

Apr. 6 Monday

8:30 9 **BOXING—EASTERN PKWY.**
Joey Giambra, 21, of Buffalo, N.Y., with 27 victories, 2 defeats and 1 draw vs Tuzo "Kid" Portuguez, 26, of Costa Rica, with 43 wins, 9 losses and 3 draws in 10 round middleweight bout. Ted Husing announces

9:00 4 **STUDIO ONE**—Drama
A young girl left penniless in Rome after the death of her husband falls under "The Shadow Of The Devil" in the guise of the superintendent of her building: Mercedes McCambridge, Lin McCarthy, and Peter Capell.

9:30 5 **WHO SAID THAT?**—Quiz
Moderator Walter Kiernan with anchorman Frank Conniff, and guests.

9:45 9 **SPORTS EDITION**—Arch Ward

10:00 4 **VIC PERRY**—Interviews

5 **WEATHERMAN**—Clint Youle
Here's the latest news about the climate. *Sponsored by Dial Shampoo.*

7 **LIFE OF RILEY**—Comedy Antics
"Riley's Lost Weekend." William Bendix & a friend decide to swap houses for the weekend.

9 **ANGELS WITH BROKEN WINGS**
MOVIE—(1st showing) Concerns the antics of a group of youngsters to maneuver obstacles in the path of a marriage.

10:10 5 **DORSEY CONNORS**—Ideas

10:15 4 **HARRINGTON ON SPORTS**

5 **CLIFTON UTLEY & THE NEWS**

10:25 4 **CHGO. WEATHER**—Russ Reed

10:30 4 **CHGO. AT NIGHT**—Chats

5 **LET'S LOOK AT SPORTS**—News

7 **DR. FIXUM**—Household Ideas

10:45 4 **OUR SONG**—Musical Variety

5 **HERBIE MINTZ SHOW**—Musical

11:00 4 **KUP'S COLUMN**—Interviews

5 **"JUNIOR PROM"**
MOVIE—Father of a student up for president of student body threatens to withhold annual donation unless son wins; Freddie Stewart.

7 **"AGAINST THE WIND"**
MOVIE—Group of people trained for espionage by British intelligence in 1943 parachute into Belgium to destroy Gestapo records; Robert Beatty, Jack Warner, & Simone Signoret.

11:15 4 **11:15 EDITION**—Fahey Flynn

11:30 4 **MURDER BEFORE MIDNIGHT**
"Curtain At Eight" with C. Aubrey Smith; murder mystery

9 **NEWS**—Les Nichols Comments

12:00 4 **GOOD INTENTIONS**

12:30 4 **LATE WORLD NEWS**

7 **WHAT'S NEW**—Current Events

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DO YOU KNOW THE STARS?

Answers to quiz on page A-37.

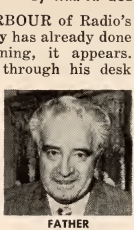
1. c 2. d 3. b 4. d 5. c
6: a-x; b-z; c-w; d-v; e-y

Score 10 points for each correct answer. Here's how you rate: 80-100, superior; 60-80, excellent; 40-60, good; 30 and under, Prescription: strong dose of TV.

FATHER BARBOUR CLEANS HOUSE

By WM. A. QUE

FATHER BARBOUR of Radio's **One Man's Family** has already done his Spring cleaning, it appears. He's rummaged through his desk and gathered a miscellany of old pictures, letters, recipes and keepsakes—and his sponsor wants to give them to you tried-and-true fans of One Man's Family (WMAQ, weeknights, 6:45 P.M.)



FATHER BARBOUR

In nearly 21 years you can accumulate a lot of stuff and Father Barbour has done just that.

MARTIN & LEWIS

You'll find these with his personal philosophies on each occasion, in an album titled, "This I Give." *You can match the old familiar voices with the 97 pictures in the booklet by sending a Bactine box-top and 25c with name and address to Miles Laboratories, Elkhart, Indiana.*

In real life, Father Barbour is played by J. Anthony Smythe—a bachelor. But he's played the role of the One Man's Family patriarch since the radio program started.

MAILBOX—Joyce Brown, 3858 No. Whipple, Chicago wrote us her analysis of NBC's comedy group—Red Skelton (7:30 P.M.), Martin & Lewis (8:00 P.M.) and Fibber McGee & Molly (8:30 P.M.): "I like Martin & Lewis most because they have music as well as comedy."

Nona Belts of Aurora asks about Fielden Ferrington who announces soap serials like Just Plain Bill (weekdays, 4:00 P.M.). He used to be a lecturer at the 1933 Century of Progress in Chicago.—Adv.

Tuesday Apr. 7

6:45 5 **Town & Farm**—Discussion
7:00 5 **Today**—News & Commentary
9:00 4 **Arthur Godfrey Time**—Variety
5 **Ding Dong School**—Nursery
9 **Your Figure Ladies**—Fogarty
9:30 5 **Animal Fun**—Win Stracke
7 **INS Newsreel**—Report
9 **Clete Roberts World Report**
9:45 7 **All About Baby**—Ruth Crowley
9 **Earl Nightingale Program**
10:00 4 **News At Ten**—Late Report
5 **Ask Washington**—News Panel
7 **Beulah Karney Presents**—Tips
"Cooking to please your husband."
9 **A To Z Of Cookery**—Recipes
"Italian Accent"
10:05 4 **There's One In Every Family**
10:15 9 **Earl Nightingale Program**
10:30 4 **Strike It Rich**—Quiz
5 **Mrs. U.S.A.**—Film Short
(Or UN General Assembly Meeting)
7 **Let's Exercise With Ed Allen**
10:50 7 **Your Weather**—Wayne Griffin
10:55 7 **News With Ulmer Turner**
11:00 4 **"City Of Missing Girls"**
MOVIE—A racketeer's daughter writes a series of articles attacking the D.A. for not locating the missing girl whom her father has disposed of.
5 **Creative Cookery**—Recipes
Beef stroganoff, hot mushroom bouches, & sardine & egg filling
7 **Bob & Kay Show**—Variety
9 **Bride & Groom**—Wedding
11:15 9 **Love Of Life**—Serial Story
Matt once again gives Van cause to wonder about her sister's paralysis.
11:30 7 **Breakfast With Danny O'Neil**
Guest: Robert E. Ostrish, Post 8859. 8859.
9 **Search For Tomorrow**—Drama
Once more Dr. Hilton tries to open the door in Wilbur's mind.
11:45 9 **Guiding Light**—Drama Serial
Meta agrees to help Bertha financially
11:55 7 **News With Ulmer Turner**
12:00 4 **Luncheon With Billy**—Musical
5 **Noontime Comics**—Kiddie Fun
7 **Happy Pirates**—Two Ton Baker
9 **Hi Ladies**—Interview Fun
Story of teen-age volunteer nurses.
12:25 4 **Midday News**—Late Report
12:30 4 **Garry Moore Show**—Variety
Garry Moore ballet with the cast, "Ain't That Always The Way" by Denise Lor, & Ken Carson does "The Lights Of Home."
5 **Film Short**
7 **Nicky And Bobo**—Kids' Fun

Apr. 7 Tuesday

12:45 9 News Of The Day—S. Allen

12:55 7 News With Ulmer Turner

1:00 4 Freedom Rings—Quiz Game
Home and studio audience participation quiz with prizes for correct answers with John Beal emcee

5 "Navy Secrets"
MOVIE—A male & a female detective set out to trap foreign spies, each unaware that the other is on the case; Fay Wray, Grant Withers, Craig Reynolds

7 "TIME FLIES"
MOVIE—Fanciful comedy based on the invention of a gadget which carries people back into the past of England. Tommy Handley & Evelyn Dall.

9 Luncheon Party—Ernie Simon

1:30 4 Art Linkletter's House Party

9 Magic Carpet—Film Short
"Birth of a Ballet"

2:00 4 Big Payoff—Quiz For Men

5 Break The Bank—Bud Collyer
Quiz game with Wynn Elliot & Janice Gilbert

9 Paul Dixon Show—Variety

2:25 7 News With Ulmer Turner

2:30 4 Eddie Albert Show—Variety
Norman Paris instrumental group

5 Welcome Travelers—Chats

7 "LAUGHING AT LIFE"
MOVIE—Exciting story of a group of civil engineers in Panama who try to quell revolutions and smash a gang of gin runners. Victor McLaglen, Bill Boyd, Noah Beery & Frankie Darro.

3:00 4 Shopping With O'Reilly
Patrick O'Reilly & Lee Phillip and tips for the housewives

5 Kate Smith Hour—Variety
Three Rockets, tap dancers, a dramatic sketch with Florence Reed, the Three Suns, and comedienne Helen Halpin.

9 "Mad Monster"
MOVIE—Scientist transforms a country simpleton into a half-wolf-half-man in the dead of night; Johnny Downs, George Zucco, & Anne Nagel

3:15 4 "Girl Loves Boy"
MOVIE—Small town, turn-of-the-century romance in which the play-boy son of the town squire goes for the daughter of the poor widow.

3:55 7 News With Ulmer Turner

4:00 5 Hawkins Falls—Dramatic Tale
Strange happenings at the Hawkins Falls jail.

7 Lucky 7 Ranch—Western Film

9 Trail Blazers' Theater—Film
"Son of the Range"

4:15 5 Gabby Hayes Show—Tall Tales

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TOMORROW!

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- **Ace Sports Columnist Red Smith previews the Walcott-Marciano fight**
- **TV's Glamor Girls — Are they up to Hollywood's?**

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Tuesday Apr. 7

WBBM-TV 4	WNBQ 5	WBKB 7	WGN-TV 9

4:30 4 **Garfield Goose And Friend**
More gifts from loyal subjects are presented to the King by Friend Frazier.
5 **Howdy Doody Show**—Puppets
5:00 4 **Kids Karnival Kwiz**—Games
5 **Elmer, The Elephant**—For Kids
7 **Laugh Time**—Film Shorts
"Charlie Chase" film plus cartoons
9 **Time For Beany**—Kiddie Fun
5:15 9 **Junior Theater**—Film
5:30 4 **Silhouettes Of The West**—Music
5 **Industry On Parade**—Film
Makers of new soil conditioner & luggage; a company where girls take over the controls of cranes, & story of the lobster industry
7 **Adv. Time With Bob Atcher**
"Three Musketeers," chapter 3.
9 **Robert F. Hurleigh**—News
5:45 4 **Chgo. Weather**—Russ Reed
5 **Something To Talk About**
9 **Sports Review**—Brickhouse
5:50 4 **Guest Star**—Carmelita Pope
Guest, W. W. Wood, magazine publisher.
5 **Clifton Utley And The News**
6:00 4 **Sports & Comments**—Elson
5 **Joe Wilson's Sports Corner**
7 **Austin Kiplinger & The News**
9 **Captain Video**—Adventures
6:10 7 **Sports Highlights**—Jack Drees
6:15 4 **News With Fahey Flynn**
5 **Short, Short Drama**—Film
"Partners In Law," an accident breaks up what seemed to be a long standing partnership
6:20 7 **Your Weather**—Wayne Griffin
6:30 4 **CBS News**—Douglas Edwards
5 **Dinah Shore Show**—Musical
Dinah visits a Portuguese fishing town and sings "April Showers," "April In Portugal." Pianist Paul Smith does a duet with the Notables.
7 **Beulah Show**—Comedy Skits
Beulah saves the Henderson family from being "taken" by a self-styled drama coach.
9 **First Edition**—News Report
6:45 4 **Jane Froman's U.S.A. Canteen**
Guest: Larry Douglas, appearing in "The King & I"; tunes: "Be A Clown," "We Kiss In The Shadow," & "Stormy Weather."
5 **News Caravan**—John Swayze
9 **Chicagoland Newsreel**—News
7:00 4 **WHAT'S THE GREAT IDEA?**
Discussion of quote from great work of literature with Mrs. John Kohler, author of children's books; Robert Redfield, Univ. of Chicago, & Galway Kinnell; Maurice Donahue is moderator.
7:00 5 **STAR THEATER**—Variety
Milton decides to take dance lessons from Kathryn Murray so he can entertain Laraine Day, but Cesar Romero complicates things.
7 **"TURNABOUT"**
MOVIE—Comedy about a husband and wife who angrily declare they'd like to change places with each other and suddenly do. Adolph Menjou, Carole Landis & John Hubbard.
9 **LIFE IS WORTH LIVING**
Inspirational talk on philosophical topics with Bishop Fulton J. Sheen
7:30 4 **KOVACS UNLIMITED**—Comedy
Ernie Kovacs & Dorothy Richards with variety & comedy skits
9 **PRESS CONFERENCE**—Talks
Discussion on current events.
8:00 4 **CITY HOSPITAL**—Drama
A young doctor believes he has the solution to a sudden inexplicable outbreak fever in "Epidemic."
5 **FIRESIDE THEATER**—Drama
A possessive, dominating mother almost succeeds in ruining her daughter's life in "Cocoon."
7 **"SINNERS' HOLIDAY"**
MOVIE—Ann Harding, Randolph Scott, George Raft, George Brent, & Reginald Denny; an aged spinster being victimized by her nephew decides to gather her four adopted sons from the four ends of earth.
9 **WHERE WAS I?**—Photo Quiz
Moderator John Reed King with panel; Nancy Guild, Samuel Crafton, Bill Cullen, Elsa Maxwell, & guest Gypsy Rose Lee
8:30 4 **SUSPENSE**—Auto Show
Easter Parade of Stars Auto Show from the Waldorf Astoria Hotel in New York. Irene Dunne is mistress of ceremonies; performers: opera star Robert Merrill, dancer Peter Birch, & Elliot Lawrence & his orchestra.
5 **CIRCLE THEATER**—Drama
"A Slight Case Of April" with Hildy Parks, Perry Fiske, & Robert Bernard; spring fever & finding a wallet with $1,000 sends a young girl into a dream of high comedy that ends in happy reality.
9 **WISDOM OF THE AGES**—Panel
Jack Barry emcees panel
9:00 4 **DANGER**—Mystery Drama
"Family Jewels" with Gary Merrill; a fake jewel robbery is staged to collect the insurance; later the insurance man is found murdered.
5 **TWO FOR THE MONEY**—Quiz
Comedy game with Herb Shriner
9 **48TH STREET THEATER**—Drama
"Gentleman From LaPorte" with Eve Miller & Warren Douglas; glamorous croupier is driven from the town, and is saved from disgrace by the judge himself

Apr. 7 Tuesday

9:30 4 UNEXPECTED—Drama
A scientist creates a machine with a human mind, then discovers, to his horror, that his invention has turned into a destructive monster in "Beyond Belief"

5 CLUB EMBASSY—Musical
Mindy Carson sings "Sittin' On Top Of The World," with the quartet, and "Stars Fell On Alabama." Violinist Florian Zabach plays "Smoke Gets In Your Eyes."

7 NAME'S THE SAME—Panel
Robert Q. Lewis introduces contestants for panel to name; panel, Jerry Lester, Joan Alexander & Meredith Willson

9 DOUG. FAIRBANKS JR.—Film

9:45 5 BOB CONSIDINE—News Views

10:00 4 VIC PERRY—Man On The Street

5 WEATHERMAN—Clint Youle

7 NEWS—Late Information

9 "MAN FROM FRISCO"
MOVIE—Romance built around a dynamic construction engineer who revolutionizes shipbuilding; Michael O'Shea, Anne Shirley, Gene Lockhart, & Dan Duryea

10:10 5 DORSEY CONNORS—Ideas

10:15 4 HARRINGTON ON SPORTS

5 CLIFTON UTLEY & THE NEWS

7 SPORTS SHOW—Discussion

10:25 4 CHGO. WEATHER—Russ Reed

7 WEATHER—Forecast News

10:30 4 CHICAGO AT NIGHT—Chats

5 LET'S LOOK AT SPORTS—News
Tom Duggan discusses what's new in the sports world

7 HEART OF THE CITY—Film

10:45 4 OUR SONG—Favorite Tunes

5 HERBIE MINTZ SHOW—Musical

11:00 4 KUP'S COLUMN—Chats

5 "HIDDEN ENEMY"
MOVIE—A new metal is discovered in a Cleveland factory & all sorts of spies are on hand to try & get their hands on the formula; Warren Hull, Kay Linaker, & William Von Brinken

7 "THE DEVIL PAYS OFF"
MOVIE—J. Edward Bromberg, Osa Massen.

11:15 4 11:15 EDITOR—Fahey Flynn

11:30 4 MURDER BEFORE MIDNIGHT

9 NEWS—Les Nichols Comments

12:00 4 "SWING IT SAILOR"
MOVIE—A gob is bent on preventing his pal from leaving the Navy to get married & tries to disillusion him; Wallace Ford, Isabel Jewel, & Tom Kennedy

7 WHAT'S NEW—Commentary

1:25 4 LATE WORLD NEWS

(Stations reserve the right to change above listings without notice)

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Wednesday Apr. 8

6:45 5 Town And Farm—Discussion

7:00 5 Today—News & Comments

9:00 4 Arthur Godfrey Time—Musical
5 Ding Dong School—For Kids
9 Your Figure Ladies—Fogarty

9:30 5 Animal Fun—For Youngsters
Win Stracke with games for kids
7 INS Newsreel—Report
9 Clete Roberts World Report

9:45 7 All About Baby—Discussion
Nurse Ruth Crowley with tips for the young mother.
9 Earl Nightingale Program

10:00 4 News At Ten—Information
5 Ask Washington—News Panel
7 Beulah Karney Presents—Tips
Meal of the week: easy oven dinner especially slanted for brides.
9 A To Z Of Cookery—Recipes
"Spring Fever"

10:05 4 There's One In Every Family

10:30 4 Strike It Rich—Warren Hull
5 Mrs. U.S.A.—Film Short
(Or UN General Assembly Meeting)
7 Let's Exercise With Ed Allen

10:50 7 Your Weather—Wayne Griffin

10:55 7 News With Ulmer Turner

11:00 4 "I'll Sell My Life"
MOVIE—A young publisher of a job-finding newspaper receives an ad from a girl reading: I'll Sell My Life; Michael Wayland & Rose Hobart
5 Creative Cookery—Recipes
Manicotti (little muffs) with ricotta filling, french fried shrimp remoulade, and sauce
7 Bob & Kay—Interviews
9 Bride & Groom—John Nelson
Phil Hanna sings

11:15 9 Love Of Life—Serial Story
Warren Nash tells another vicious story.

11:30 7 Breakfast With Danny O'Neil
Games and prizes for visiting women's clubs, with singer Nancy Wright and Don Jacoby's "Adorables." Guests: Birthday Handkerchief club.
9 Search For Tomorrow—Drama
Success for Joanne.

11:45 9 Guiding Light—Serial Story
Joey tells Kathy that he is going to enlist in the Air Force

11:55 7 News With Ulmer Turner

12:00 4 Luncheon With Billy—Musical
5 Noontime Comics—John Coons
7 Happy Pirates—Fun For Kids
Film cartoons and fun for boys & girls with the antics of Bubbles, the porpoise & Squawky the Parrot
9 Hi Ladies—Jack Payne
Story of cultured pearls.

12:25 4 Midday News—Late Report

Apr. 8 Wednesday

12:30 4 Garry Moore Show—Comedy
H. M. Crayon will make lightning quick sketches of Denise & Ken while they sing "In The Dark In Paree"; comedy sketch "Little Miss Muffet," & Ken does "My Southland."
5 Film Short
7 Time For Fun—Nick Francis
12:45 9 News Of The Day—S. Allen
12:55 7 News With Ulmer Turner
1:00 4 Double Or Nothing—Quiz
5 "Honeymoon Limited"
MOVIE—Neil Hamilton & Irene Hervey.
7 "Man At The Gate"
MOVIE—A fishing village woman is embittered against the sea because of her husband and son. Wilford Lawson & Mary Jerrold.
9 Luncheon Party—Ernie Simon
Musical variety with Jackie Van
1:30 4 Art Linkletter's House Party
9 Magic Carpet—Film Short
"Australian Platypus."
2:00 4 Big Payoff—Quiz For Men
5 Break The Bank—Quiz Show
Bud Collyer, Wynn Elliott & Janice Gilbert
9 Paul Dixon Show—Variety
2:25 7 News With Ulmer Turner
2:30 4 Eddie Albert Show—Variety
5 Welcome Travelers—Chats
7 "Crimson Dynasty"
MOVIE—Murder, war and diabolical love plots between countries resulting from the marriages of their daughters to form alliances. John Lodge & Pierre Fresnay.
3:00 4 Shopping With O'Reilly
Lee Phillip & Patrick O'Reilly
5 Kate Smith Hour—Musical
Tommy Wonder & Margaret Banks, Billy Williams Quartet, a fashion show featuring Coronation fashions, and pianist Seymour Bernstein.
9 "I'll Name The Murderer"
MOVIE—Columnist sets out as a one-man police force to solve a murder; Ralph Forbes, Marion Shilling, & Malcolm MacGregor
3:15 4 "Uptown New York"
MOVIE—Comedy-romance of young love; Jack Oakie & Shirley Grey
3:55 7 News With Ulmer Turner
4:00 5 Hawkins Falls—Sm. Town Tale
May Shipley offers a solution & a cakebox while Jack Blane proposes a less delicate plan.
7 Lucky 7 Ranch—Western Film
9 Trail Blazers' Theater—Film
"Springtime In Texas"

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Wednesday Apr. 8

	WBBM-TV 4	WNBQ 5	WBKB 7	WGN-TV 9

4:15 5 **Gabby Hayes Show**—Tall Tales

4:30 4 **Garfield Goose And Friend**
A record story about the mythical character Paul Bunyan, & a movie comedy of circus life occupies Garfield today.

5 **Howdy Doody Show**—Puppets

5:00 4 **Kids Karnival Kwiz**—Games

5 **Elmer, The Elephant**—Movie

7 **Laugh Time**—Film Shorts
"Laurel & Hardy" film plus cartoons

9 **Time For Beany**—Puppet Fun

5:15 9 **Junior Edition**—News
Steve Fentress discusses items.

5:30 4 **Silhouettes Of The West**—Film

5 **Industry On Parade**—Film
Picture of the servicing of a pullman, films of harvesting tobacco, makers of sporting goods, and makers of commercial films

7 **Adv. Time With Bob Atcher**
"Three Musketeers," chapter 4.

9 **Robert F. Hurleigh**—News

5:45 4 **Chgo. Weather**—Russ Reed

5 **Something To Talk About**

9 **Sports Review**—Brickhouse

5:50 4 **Guest Star**—Carmelita Pope
Mrs. Evelyn Schanoes, social worker.

5 **Clifton Utley And The News**

6:00 4 **Sports & Comments**—Elson

5 **Joe Wilson's Sports Corner**

7 **Austin Kiplinger & The News**

9 **Captain Video**—Adventures

6:10 7 **Sports Highlights**—Jack Drees

6:15 4 **News With Fahey Flynn**

5 **Town Crier**—Tony Weitzel

6:20 7 **Your Weather**—Wayne Griffin

6:30 4 **CBS News**—Douglas Edwards

5 **Those Two**—Comedy Skits
Pinky winds up in the hospital after swallowing the diamond.

7 **Date With Judy**—Comedy
"Judy Runs For President" of her class & discovers that Oogie is her competitor.

9 **First Edition**—Spencer Allen

6:45 4 **Perry Como Show**—Musical
Como sings "Song From Moulin Rouge," "I Believe," with Fontanes "Tell Me A Story," & Fontanes do "Downhearted."

5 **News Caravan**—John Swayze

9 **Chicagoland Newsreel**—Data

7:00 4 **ARTHUR GODFREY & FRIENDS**
Musical variety with Marion Marlowe, Frank Parker, Julius La Rosa, Janette Davis, Haleloke, & the Mariners

7:00 5 **I MARRIED JOAN**—Comedy
Joan Davis taxes her husband's (Jim Backus) patience by being late for many appointments

7 **CHARLIE CHASE TIME**—Film

9 **"IT'S A JOKE, SON"**
MOVIE—Southerner runs against his wife & a machine candidate for State Senator & is kidnapped.

7:30 5 **MUSIC HALL**—Variety
Guest: Ezio Pinza joins Patti Page in duet on "The Tennessee Waltz"; dances by Mary Ellen Terry. Other tunes include: "Write Me One Sweet Letter," "Congratulations to Someone," and "Try a Little Tenderness." The Clark Brothers are special guests.

7 **STU ERWIN SHOW**—Comedy

8:00 4 **STRIKE IT RICH**—Quiz Contest
Warren Hull is emcee with guest Toni Arden, vocalist.

5 **KRAFT THEATER**—Drama
"Next Of Kin" with James Daly, Fred Tozere, Pat Ferris, & Jack Arthur; reaction of three families to the news that their respective sons have been killed in action in Korea.

7 **RUGGLES**—Domestic Comedy
Charlie Ruggles finds himself apron deep in new problems when Mrs. Ruggles goes to a convention & leaves him in command of the household in "Grandma Takes Care Of The Twins."

9 **FRONT PAGE DETECTIVE**
Edmund Lowe as David Chase, newspaperman in "Clean Sweep"; an escaped thug traps the columnist, but makes a mistake when he leaves him tied up in his girl's apartment.

8:30 4 **MAN AGAINST CRIME**—Drama
Mike Barnett (Ralph Bellamy) visits an amusement park & rides through the tunnel of love at gun point with a gangster, & later finds a corpse riding the roller coaster.

7 **WRESTLING FROM RAINBO**
Wayne Griffin describes the matches

9 **CHICAGO SYMPHONY POPS**
Tchaikovsky program with George Schick conducting: "Melody," "Scene from 'Swan Lake'" with violinist John Weicher, cello Dudley Powers, & harp Joseph Vito; Dance of the Swans, Fee Dragee from "The Nutcracker Suite," waltz from "String Serenade," & "April."

9:00 4 **BLUE RIBBON BOUTS**—Boxing
Percy Bassett of Philadelphia, with 55 wins, 5 losses and 1 draw vs Davey Gallardo of Los Angeles, with 46 victories, 9 defeats and 4 draws in 10-round featherweight bout from Uline Arena in Washington, D. C. Russ Hodges announcing.

Apr. 8 Wednesday

9:00 5 **THIS IS YOUR LIFE**—Tale
Ralph Edwards is your host
9 **OLD AMERICAN BARN DANCE**
Musical variety film shorts emceed by Bill Bailey with well-known western stars

9:30 5 **CURTAIN TIME**—Drama
"The Sheriff Was A Lady." Comedy romance about a female law enforcer who answers to no man—until she falls in love. *Sponsored by Chicagoland Dodge Dealers.*
9 **LIBERACE SHOW**—Musical
A variety of selections are played

9:45 4 **SPORTS SPOT**—Review

10:00 4 **VIC PERRY**—Man On The Street
5 **WEATHERMAN**—Clint Youle
7 **FOREIGN INTRIGUE**—Drama
9 **"CAPTAIN TUGBOAT ANNIE"**
MOVIE—Feuding tugboat clans involved in the adoption of a child; Jane Darwell, Edgar Kennedy, & Charles Gordon

10:10 5 **DORSEY CONNORS**—New Tips

10:15 4 **HARRINGTON ON SPORTS**
5 **CLIFTON UTLEY & THE NEWS**

10:25 4 **CHGO. WEATHER**—Russ Reed

10:30 4 **CHICAGO AT NIGHT**—Chats
Chuck Bill interviews passers-by
5 **LET'S LOOK AT SPORTS**—News
Discussion with Tom Duggan
7 **THIS IS CHARLES LAUGHTON**

10:45 4 **OUR SONG**—Favorite Tunes
Carolyn Gilbert & Danny O'Neil
5 **HERBIE MINTZ SHOW**—Musical
7 **COMEDY CAMEO**—Film Short

11:00 4 **KUP'S COLUMN**—Gossip
5 **"SHOCK"**
MOVIE—Ralph Forbes & Gwenllian Gill are featured
7 **"MR. PERRIN & MR. TRAIL"**
MOVIE—Story of a frustrated headmaster who, disappointed in love, seeks refuge in an English boys' school. David Farrar, Greta Gynt & Edward Chapman.

11:15 4 **11:15 EDITOR**—Fahey Flynn

11:30 4 **MURDER BEFORE MIDNIGHT**
"Discarded Lover" with J. F. MacDonald & Natalie Moorehead
9 **NEWS**—Les Nichols Comments

11:45 9 **MOVIE—Title to be announced**

12:00 4 **"HERE'S FLASH CASEY"**
MOVIE—Photographer wins prize while in school, & after graduation becomes owner of the largest agency in the world; Eric Linden, Boots Malloy, & Cully Richards

12:15 7 **WHAT'S NEW?**—Current News

1:20 4 **LATE WORLD NEWS**

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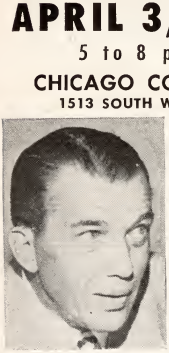

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on WGN-TV 7:15 to 8:00 P.M.

Thursday Apr. 9

6:45 5 Town & Farm—Milton Bliss

7:00 5 Today—News, Reviews

9:00 4 Arthur Godfrey Time—Variety
5 Ding Dong School—For Kids
9 Your Figure Ladies—Fogarty

9:30 5 Animal Fun—Win Stracke
7 INS Newsreel—Report
9 Clete Roberts World Report

9:45 7 All About Baby—Ruth Crowley
9 Earl Nightingale Program

10:00 4 News At Ten—Report
5 Ask Washington—News Panel
7 Beulah Karney Presents—Tips
Beulah presents some heirloom recipes and also, the week's best buys.
9 A To Z Of Cookery—Recipes
"Early Bird"

10:05 4 There's One In Every Family

10:15 4 Bill Cullen Show—Musical
Milton DeLugg & his orch. appear

10:30 4 Strike It Rich—Warren Hull
5 MRS. U.S.A.—Talks
(Or U.N. General Assembly Meeting)
7 Let's Exercise With Ed Allen

10:50 7 Your Weather—Wayne Griffin

10:55 7 News With Ulmer Turner

11:00 4 "Twilight Hour"
MOVIE—Mystery involving the broken, tangled life of a war hero bereft of his memory.
5 Creative Cookery—Recipes
Stuffed breast of veal, sweet potato meringue in casserole.
7 Bob & Kay Show—Variety
9 Bride & Groom—John Nelson

11:15 9 Love Of Life—Serial Story
Evans Baker arranges a meeting.

11:30 7 Breakfast With Danny O'Neil
Visiting women's club from the West Rogers Park Congregation.
9 Search For Tomorrow—Serial
Joanne now has a weapon to work with.

11:45 9 Guiding Light—Serial Tale
Doctor Keeler assures Dick that he & Kathy are legally married

11:55 7 News With Ulmer Turner

12:00 4 Luncheon With Billy—Music
Billy Leach is your host
5 Noontime Comics—Film & Talk
7 Happy Pirates—Kids' Fun
Songs and cartoons to entertain the kiddies, with Two Ton Baker.
9 Hi Ladies—Interviews
Guest, Dr. F. Robbins, med. res.

12:25 4 Midday News—Late Report

12:30 4 Garry Moore Show—Variety
Marguerite Higgins, Pulitzer Prize winning correspondent, will talk about her experiences in Korea, comedy sketch "We Can Fix It," Denise sings "Kaw Liga," & Ken does "Seven Lonely Days."

Apr. 9 Thursday

12:30 5 **Film Short**
7 Time For Fun—Kids' Show
Nick Francis with Bobo, the little dog.
12:45 9 **News Of The Day**—S. Allen
12:55 7 **News With Ulmer Turner**
1:00 4 **Freedom Rings**—Comedy Quiz
Home and studio audience participation quiz with prizes for correct answers, conducted by John Beal
5 **"Telephone Operator"**
MOVIE—Operator loses her job, but wins the acclaim of the town for her work during a flood disaster; Judith Allen & Grant Withers
7 "A Boy, A Girl & A Bike"
MOVIE—Mystery story about a young boy who becomes a bicycle thief. John McCallum & Patricia Holt.
9 **Luncheon Party**—Ernie Simon
1:30 4 **Art Linkletter's House Party**
9 **Magic Carpet**—Film Short
"Marriage Today"
2:00 4 **Big Payoff**—Quiz For Men
5 **Break The Bank**—Bud Collyer
9 **Paul Dixon Show**—Variety
2:25 7 **News With Ulmer Turner**
2:30 4 **Eddie Albert Show**—Variety
5 **Welcome Travelers**—Chats
7 "Li'l Abner"
MOVIE—Li'l Abner fights to escape Daisy May and all the other hillbilly sirens. Granville Owen, Martha O'Driscoll & Buster Keaton.
3:00 4 **Shopping With O'Reilly**
Patrick O'Reilly and Lee Phillip
5 **Kate Smith Hour**—Guest Stars
A capsule musical comedy with the Kated & Katydids, a "Cracker Barrel" interview, & "America Sings" segment.
9 **"On Your Guard"**
MOVIE—Story of a parolee in a lumber town & adventures which befall him before he starts life all over again
3:15 4 **"Mr. Boggs Steps Out"**
MOVIE—Statistician guesses the correct number of beans in a barrel; Stu Erwin, Helen Chandler, & Toby Wing
3:55 7 **News With Ulmer Turner**
4:00 5 **Hawkins Falls**—Serial Story
Toughy Padget finds that stretching the truth can result in a shapeless story.
7 **Lucky 7 Ranch**—Western Film
9 **Trail Blazers' Theater**—Film
"One Man's Law"
4:15 5 **Gabby Hayes Show**—Tall Tales
4:30 4 **Garfield Goose & Friend**
Garfield illustrates the story of "Happy The Harmonica," another favorite with his loyal subjects.

Whose Ex-partner?

Ex-freckle queen?

DO YOU KNOW THE STARS?

Pick the right answer in each of the following:

1. TV emcee Garry Moore was once
   a. A movie idol
   b. A presidential candidate on the Prohibitionist ticket
   c. Jimmy Durante's partner
   d. A fish peddler

2. Commentator-columnist Drew Pearson is famous for:
   a. his loud ties
   b. his frequent divorces
   c. his shy, lovable personality
   d. his predictions

3. Dagmar's earliest TV appearances were with:
   a. Ezio Pinza
   b. Jerry Lester
   c. Martin & Lewis
   d. Spike Jones

4. Bess Myerson once held the title of:
   a. Mrs. America
   b. U.S. women's swimming champ
   c. Freckle queen
   d. Miss America

5. On "Those Two," Martha Stewart replaced:
   a. Faye Emerson
   b. Kay Westfall
   c. Vivian Blaine
   d. Pinky Lee

6. Match the following:

a.	Groucho Marx	v.	Natco The Clown
b.	Clint Youle	w.	White Sox
c.	Jack Brickhouse	x.	cigar
d.	Art Hern	y.	Frank Parker
e.	Marion Marlowe	z.	weather map

For correct answers, see page A-27.

Thursday Apr. 9

WBBM-TV 4	WNBQ 5	WBKB 7	WGN-TV 9

4:30 5 **Howdy Doody Show**—Puppets
5:00 4 **Kids Karnival Kwiz**—Games
5 **Elmer, The Elephant**—Antics
John Conrad attempts to teach his friend some manners
7 **Laugh Time**—Film Short
"Charlie Chase" film plus cartoon.
9 **Time For Beany**—Puppet Fun
5:15 9 **Junior Theater**—Film
5:30 4 **Silhouettes Of The West**—Talks
5 **Industry On Parade**—Film
Makers of motor scooters, industrial designing firm, guides for practicing lawyers, & makers of stained glass
7 **Adventure Time**—Film Serial
"Three Musketeers," chapter 5.
9 **Robert F. Hurleigh**—News
5:45 4 **Chgo. Weather**—Russ Reed
5 **Something To Talk About**
9 **Sports Review**—Brickhouse
5:50 4 **Guest Star**—Carmelita Pope
Guest, dancer Jose Greco.
5 **Clifton Utley And The News**
6:00 4 **Sports & Comments**—Elson
5 **Joe Wilson's Sports Corner**
7 **Austin Kiplinger & The News**
9 **Captain Video**—Adventure
6:10 7 **Sports Highlights**—Jack Drees
6:15 4 **News With Fahey Flynn**
5 **Short, Short Drama**—Film
A "Super Salesman" puts over a "Big Deal."
6:20 7 **Your Weather**—Wayne Griffin
6:30 4 **CBS News**—Douglas Edwards
5 **Dinah Shore Show**—Musical
Dinah sings "Sweet Thing," "Spring Is Here," & "Embraceable You." Notables do "No Help Wanted."
7 **Lone Ranger**—Western Drama
9 **First Edition**—News Report
6:45 4 **Jane Froman's U.S.A. Canteen**
Jane sings: "It's De Lovely," "Adobe Hacienda," "Little Grass Shack," "Just A Cottage Small," "Penthouse Serenade," & "This Too Shall Pass Away."
5 **News Caravan**—John Swayze
9 **Chicagoland Newsreel**—Data
7:00 4 **LIFE WITH LUIGI**—Drama
Trials and tribulations of the little Italian immigrant, with Vito Scotti as Luigi & Romo Vincent as Pasquale.
5 **GROUCHO MARX SHOW**—Quiz
"You Bet Your Life" quiz contest
7 **RAMAR OF THE JUNGLE**—Film
Jon Hall is featured as a research chemist in "Tribal Feud."
9 **NOW I'LL TELL ONE**—Stories
Jack Brickhouse with films of humorous incidents in the lives of famous sports world personalities
7:30 4 **FOUR STAR PLAYHOUSE**
"Dante's Inferno" with Dick Powell, Virginia Grey, Regis Toomey, & Marvin Miller; owner of a swank restaurant which features gambling a la carte has troubles when a woman patron insists that she is about to be murdered
5 **TREASURY MEN IN ACTION**
Federal agents find that a bird cage holds the clue to border smugglers in "The Case of the Contraband Fever."
7 **CHANCE OF A LIFETIME**—Acts
Professional talent competes for cash awards & opportunity for stardom
9 **TV SHOWCASE**—Film Drama
"Duck Hunter's Dilemma"
8:00 4 **VIDEO THEATER**—Drama
5 **DRAGNET**—Police Drama
A schoolboy reports that his camping companion has been brutally murdered by highway bandits, but Sgt. Friday (Jack Webb) discovers several strange contradictions.
7 **"RANGE JUSTICE"**
MOVIE—A ranch hand tries to foil the plans of the foreman who is trying to destroy the ranch.
9 **TREASURE HUNT**—Advice
Sigmund Rothschild, noted appraiser & art critic, tells whether or not a curio is of any value
8:30 4 **BIG TOWN**—Drama
Steve & Lorelei run up against a psychological hurdle when they probe the story of a disabled medical vet.
5 **FORD THEATER**—Film Drama
Joanne Dru in "Just What The Doctor Ordered" with Scott Brady; a woman physician knows just what she wants until she gets it
9 **"THE OLD TALBOT"**—Film
Story of a young Swedish immigrant who falls in love with the girl, but is rebuked
9:00 4 **MY LITTLE MARGIE**—Comedy
Freddie's use of a trick dog as a golf ball retriever boomerangs when Margie (Gale Storm) sends the dog after the wrong ball in "The Golf Game."
5 **MARTIN KANE, PRIVATE EYE**
Detective Kane answers an amnesia victim's appeal for help, only to wind up solving another murder.
7 **IMPACT**—News And Features
Austin Kiplinger as moderator
9 **"THE MARQUISE"**—Film
Drama about the love of a highborn lady & a famous actor, & of the barrier between them. Setting, France, 18th century
9:30 4 **BOSTON BLACKIE**—Drama
Blackie (Kent Taylor) is believed to have perished in a fire in which he battled with a member of an arson gang

Apr. 9 Thursday

9:30 5 DAN DURYEA, CHINA SMITH
A stick of gold concealed in a cigar tube, a child who speaks no English, and a message which means the difference between life or death engage China's attention.

7 QUICK AS A FLASH—Quiz
Bobby Sherwood is host to panel of four experts who attempt to guess the identity of a particular person, place, or event.

9 RACKET SQUAD—Drama
The fur flies when a show girl evolves a racket mixing real mink with counterfeit thousand dollar bills in "Girl in the Mink Coat"

10:00 4 VIC PERRY—Man On The Street
5 WEATHERMAN—Clint Youle
7 NEWS—Late Information
9 "TORNADO"
MOVIE—Coal miner falls for an ambitious girl who breezes into town for singing spot in one of the clubs.

10:10 5 DORSEY CONNORS—Helps
10:15 4 HARRINGTON ON SPORTS
5 CLIFTON UTLEY & NEWS
7 SPORTS NEWS—Discussion
10:25 4 CHGO. WEATHER—Russ Reed
7 WEATHER REPORT
10:30 4 CHICAGO AT NIGHT—Chats
5 LET'S LOOK AT SPORTS—News
7 WHAT'S YOUR QUESTION?
10:45 4 OUR SONG—Musical
5 HERBIE MINTZ SHOW—Musical
11:00 4 KUP'S COLUMN—Gossip
Irv Kupcinet chats with a guest and talks about "our town"
5 "STORY OF G.I. JOE"
MOVIE—Burgess Meredith, Robert Mitchum & Freddie Steele in adventures of Ernie Pyle with the boys on the front lines as they face danger.
7 "SONG FOR TOMORROW"
MOVIE—War experiences cause a young pianist to become a victim of amnesia. Helen McCabe stars.
9 "CHINESE BUNGALOW"
MOVIE—Reaction of Chinese banker when his English bride, through boredom, goes overboard for a young British plantation manager; Paul Lukas, Jane Baxter, Kay Walsh, & Robert Douglas.

11:15 4 11:15 EDITOR—Fahey Flynn
11:30 4 MURDER BEFORE MIDNIGHT
12:00 4 'SWEETHEARTS OF THE NAVY'
MOVIE—It's exam time at Annapolis, but who's thinking of school work when a beautiful damsel's in distress; Eric Linden, Cecilia Parker, and Roger Imhoff.
12:30 7 WHAT'S NEW—Current News
1:30 4 LATE WORLD NEWS

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"JET PILOT"

THERE'S a man over at station WNBQ named George Heinemann who at present is in grave danger of being hailed as a TV genius. George is program chief at the station and he's come up with a couple of ideas in recent months that are among the most original to come along in years. His "Faces in the Window" on which Ken Nordine reads great horror literature already has won a *TV Forecast* award. And his "Jet Pilot" is proving to be just the thing to wean kids away from that science fiction stuff that's all over TV.

"Jet Pilot" is just what the title implies. This is no wild adventure show. This is the real thing. Starring Commander Robert Horder of Glenview Naval Air Station and professional actors Jerry Garvey and George Cisar, it's a slick professional account of practically everything that pertains to airplanes. And it's amazing how many things do pertain to airplanes.

The first "Jet Pilot" show started off with a discussion of Leonardo DaVinci, the great Renaissance genius whose theories of flight were approximately four hundred years ahead of their time. From this the show went to Commander Horder who used a well-integrated combination of blackboard sketches and films, illustrated the theory of aerodynamics.

But wait, don't go away. To all but the scientist, science is pretty dull business. So "Jet Pilot" steers completely away from the thick scientific jargon and the terms used are strictly in kid's simple language. Better yet, some of the shots of jet planes in action will stand your hair on end. This show was designed specifically for the younger set, but there's probably just as large an adult audience on hand.

Horder, the star of the show, is a native Chicagoan, who has been slightly nutty about planes since he was a little boy. After eight years of building model airplanes, he took flying lessons when he was 17 years old. In 1941 he enlisted in the Naval Air Corps and did his flying in the Pacific where he earned three combat stars and the Air Medal.

In 1951, Bob ran into George Heinemann at a Northwestern Homecoming party and Heinemann, an ex-pilot himself asked if Bob would be interested in doing a show like Jet Pilot. Bob jumped at the chance and another fine TV show was born.

Aside from the theory of flight and matters concerning jets, the show also digs back into aviation history and shows entertaining films of early planes, gas balloons and such. The device used to keep the show from becoming stuffy is to have a three way conversation between Horder, Cisar, who plays an airplane grease monkey and Garvey as a kid who wants to find out about planes.

For anybody else who wants to find out about planes, this is the show to see. There is nothing pedantic about it. It's just some people who love airplanes and love to talk about them. The results, especially when films of planes in flight are shown, are jet-propelled and thrilling.

Jet Pilot is seen at 5:30 p.m. on channel 5 (WNBQ) on Saturday.

Spike Loomis (George Cisar) gives Jerry Garvey (center) some flying tips while the Commander (Bob Horder) cocks an attentive ear.

now
he
puts
it
IN WRITING!

Read

TOM DUGGAN'S COLUMN

every day except Saturday

HERALD-AMERICAN

studio tours

Judge David R. Mandell (right), member of the National Television Review Board, presents Mr. Kenneth Preston, superintendent of Berwyn school district 100, with tickets to "Hail the Champ," "Super Circus," and "Jim Moran's Courtesy Hour," all WBKB telecasts. Through the cooperation of the American Broadcasting Company, students of Chicago and suburbs will see rehearsals and actual telecasts as part of a special program initiated by the NTRB.

Thousands of Chicagoland students of grade school and high school age will regularly tour TV studios, meet celebrities, and witness rehearsals and live telecasts. This is the result of a new program initiated by the Chicago members of the National Television Review Board.

Judge David R. Mandell, a Berwyn attorney and member of the NTRB is chairman of this special committee designed to "familiarize students with the preparation and skills needed to produce a TV show. By witnessing first-hand wholesome entertainment students will gain an insight into a new industry that daily is making the news."

Other Chicago stations are participating in this public service campaign, and from time to time the NTRB will report on student groups making tours.

"Many people criticize TV for various reasons, but no one will deny that wholesome shows will help to prevent, not encourage, juvenile delinquency."

JIMMY POWERS

Rates the Boxers

THIS WEEK'S NETWORK FIGHTS

DAN BUCCERONI vs. DAVE DAVEY, Heavyweights; Friday, April 3, WNBQ (channel 5) 9:00 p.m.

I pick **Bucceroni** to score again in this return match. His experience is a big factor in his selection over a determined youngster.

JOHNNY GONSALVEZ vs. VIRGIL AKINS, Lightweights; Saturday, April 4, WBKB (channel 7) 8:00 p.m.

Two of the best boxers in their division. This one seems a tossup to me.

JOEY GIAMBRA vs. TUZO PORTUGUEZ, Middleweights; Monday, April 6, WGN-TV (channel 9) 8:30 p.m.

I pick **Giambra.** Being groomed as Buffalo's new Jimmy Slattery, he looks very good to me.

PERCY BASSETT vs. DAVE GALLARDO, Featherweights; Wednesday, April 8, WBBM-TV (channel 4), 9:00 p.m.

I pick **Bassett.** Best of the feathers, he meets a new face on TV in Gallardo, former 126 lb. champ of California.

THE WEEK IN TV SPORTS

(excluding above-mentioned bouts)

FRIDAY

7:15 9 TV Guide ABC Celebrity Bowling Tourney
Ed Sullivan will narrate the event from Chicago Coliseum

SATURDAY

8:30 9 Wrestling From Marigold
Tag match: Zack Malkov & Ned Taylor vs Garcia Brothers, Jerry Woods vs "Irish" McGee, Balk Estes vs Pedro Godoy, double windup: Finis Hall vs Yukon Eric & Benito Gardini vs Cowboy Carlson

SUNDAY

10:30 7 Wrestling From Ringside
Dick Raines vs. Mr. Moto (on film)

MONDAY

8:30 7 Boxing From Rainbo
Main event: Bobby Singleton, 23, South Bend, Indiana with 15 wins & 5 losses vs. "Irish" Billy Wagner, 21, of Pittsburgh, Pa. with 15 wins & 3 losses in 8 rd. lightweight bout; Jack Drees announces. Keep round-by-round score with Ed Pazdur of *TV GUIDE*

WEDNESDAY

8:30 7 Wrestling From Rainbo
Wayne Griffin announces matches

SPORTSCAST

by ED PAZDUR

CHARLIE TRUETER, pudgy American Bowling Congress huckster, took one look at the *TV Guide—ABC Celebrity Bowling Tournament* entry list and enthusiastically burbled: "It's the finest celebrity turnout I've even seen!" . . . **Ed Sullivan**, CBS-TV star, will be on hand to host almost all of Chicago's leading TV, radio and press celebs . . . If you haven't already made plans to attend, be sure to circle Friday, April 3 (from 5 to 8 p.m.), as the night to see your TV favorites in person . . . The festivities will be televised over WGN-TV, channel 9, from 7:15 to 8:00 p.m.

SULLIVAN

The world's heavyweight title bout between champion **Rocky Marciano** and **Jersey Joe Walcott** will not be televised in the Chicago or Milwaukee area . . . If you must see the fight on video, you'll have to journey to Grand Rapids, Michigan (WOOD-TV) or Kalamazoo, Michigan (WKZO-TV) . . . I look for **Marciano** to repeat his last performance with another KO over **Jersey Joe.**

Jack Strausberg's popular sports magazine "Now I'll Tell One" has been packaged into a fifteen minute TV show. It will appear on the telewaves Thursdays, 7:15 p.m., over WGN-TV with **Jack Brickhouse** narrating . . . Over two years ago we were the first to predict the rise of an unknown welterweight named **Chuck Davey** on the basis of his performances at **Rainbo Arena.** This north side ring has proven itself a capable proving ground for young boxers and has produced its fair share of champions. Its most outstanding current prospect is **Alan Moody** . . . The 21 year-old welterweight from Robbins, Illinois has impressively pounded his way into 18 wins in 19 bouts. He's married and has two children. His family gives him the sober sense of responsibility and inspiration required of future champions. Appearing on WBKB's Monday night boxing shows from Rainbo from time to time, he's worth watching. Remember the name—**Alan Moody.**

MOODY

Mailbag: " . . . Referring to our sports schedule, we are in there pitching with bigger guns since the merger . . . Three weeks ago we inaugurated a new boxing show in New York . . . Possibly Chicago may pick it up."—**Bob Finnegan,** ABC-TV sports director, NYC.

Ed. note: Bob is a former WIND sportscaster making good in New York.

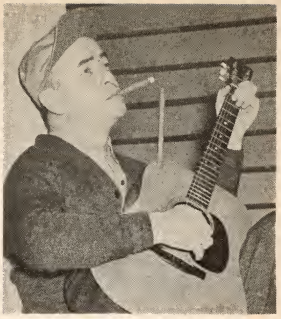
FINNEGAN

This time you be the judge! Keep score with **Jack Drees** and **Ed Pazdur** every Monday night over WBKB, 8:30 p.m., on **Pontiac's Boxing From Rainbo** show.

NAME	1	2	3	4	5	6	7	8	TOTAL

Boys and girls, do you recognize this big fellow with the guitar? He's Win Stracke and he's responsible for all the fine times you have on Animal Fun (9:30 a.m. Monday through Friday on WNBQ). Win is probably thinking of some wonderful stories to tell. I'll bet Win would just as soon play his guitar and sing for the rest of his life. Don't you think so?

THIS WEEK'S CONTEST: It's time for another one of our ink blot tests. Just blot a piece of paper with some ink, fold the paper over double, then see what a wonderful design you get. For the prettiest design, I'll award $1; second prize, 50 cents; next 15 runners-up, 25 cents each. Send your entries to Uncle Herbie, % *TV Guide*, 185 N. Wabash Ave., Chicago 1, Ill. Before Sunday, April 12.



Here are my Feb. 28 winners:

Marilyn Doyle, Park Ridge, Ill; Jean Elkins, La-Parte, Ind; Carlene Jacaby, Franklin Park, Ill; Lauise Ledeika, Chicaga; Pamela Miller, Bristal, Wis; Caral Marris, Elmwaad Park, Ill; Caral Ann Olson, Chicaga; Sue Peters, Burlingtan, Wis; Sandra Rowley, Waadstack, Ill; Janet Rudalph, Rackford, Ill; Owen Spectar, Evanston, Ill; Nessa Spencer, Chicaga; Ja Ann Vass, Chicaga; Carrie Welke, Chicago; Pam Winstan, Winnetka, Ill; Rabert Wojcik, Chga.; Sally Waad, Mishawaka, Ind.

MOLLY CUES

by MOLLY POTKIN COPYRIGHT 1953

Here's a picture of Fletcher Rabbit with some Easter eggs. Can you help him by decorating and coloring the picture? Tell us also on what TV show Fletcher appears.

Mail your entries to Mollycues, % *TV Guide*, 185 N. Wabash Ave., Chicago 1, Ill., before Monday, April 13. First prize is $1; second prize, 50 cents, next 25 prizes, a copy of Molly's picture puzzle book. In cases of ties, neatest and most original will win. Solution will appear here next week.

Here are my Feb. 28 winners:

Elizabeth Bicek, Cicera; Marilyn Boettcher, Chicaga; Carale Camptan, Chicaga; Bab Crega, Waukegan, Ill; Tammy DeFrancisca, Chicaga; Marilyn Detvay, Hammand, Ind; Jean Ericksan, Michigan City, Ind; Michael Grossman, Chicaga; Luella Just, Racine, Wis; Arleen Kabat, Chicaga; Shirley King, LaGrange, Ill; Rasemary Knight, Galesburg, Mich; Rosanne Kazubal, Chicaga; Kathryn Kreitzer, Canstantine, Mich; Mary Lynn Kulesh, Kenosha, Wis; Letitia Lawler, Valparaisa, Ind; Danald MacCabee, Chicaga; Anna Nascek, Chicago; Nancy Paster, Chicago; Susan M. Payne, Chicago; Freddy Schefler, Calama, Mich; Carol Smith, Racine, Wis; Yvanne Stazinski, Gary, Ind; Kathleen Surma, Chicaga; Robert Tath, Oak Lawn, Ill; Judy Wisniewski, St. Charles, Ill; Narma Ziemek, Chicago.

The BITTER and The SWEET a la MABLEY

by JACK MABLEY

Things I could do without on TV:
Howdy Doody.
Chorus girls.
Chorus boys.
Tallulah.
"Please Stand By. We Have Momentarily Lost Our Picture."
Sherman Billingsley.
Credits.
Walter Winchell.
Mike Barnett.
Sopranos.
Tenors.
Engineers who turn up volume on commercials.
Kinescopes.
Mail order commercials.
Hal Block.
Dorothy Kilgallen.
Cheap plugs on "This Is Your Life."
All quizzers but Groucho.
Marty Fay's commercials.
Cauliflower McPugg.
Used cars.
Max's passion for Milton.
Sincere announcers.
The House Across the Bay.
Coat hangers.
Superman.
Things we could use more of:
Mister Mittenjuice.
Lilli Palmer.
Kraftlike commercials
Dinah.
Good football.
The sweetness of Lu Ann Sims.
You Are There.
Bing.
Remote news pickups.
New movies.
Animal Fun.
Studs Terkel.
Bob and Ray.
Connie Russell—Chicago style.
Martin and Lewis.
Doloras Dragon.

BACKSTAGE DIARY

THE return of **Paul Fogarty**, the exercise king of channel 9, was probably the best news for housewives since food rationing got the ax. **Popular Paul** had all the gals as streamlined as a regiment of eels until his departure from TV a few months ago. Now, a little fatter and lot wiser, the ladies want the **Fogarty** treatment again. Show kicked off last Monday. . . . **Chicago Unlimited**, the organization dedicated to fostering show business in the Windy City, is planning a whopper of a masquerade ball dubbed "Spot the Sponsor" May 24. The gimmick is this: all the celebrators will come dressed as sponsors' products, stars or programs. The theme of the affair is "Let's pull a switch and give the sponsors the business."

FOGARTY

Look for **Eddie Doucette** to take his culinary show to another station, possibly WBBM-TV. **Chef Eddie** has been bombarded with letters and phone calls, all bemoaning his departure from channel 5. . . . There's a rumor circulating that Bob will join **Kay Westfall** and **Chet Roble** to form a TV triumvirate which would kick off April 20. Only Kay and Chet were previously ticketed for a show together.

Danny O'Neil, an ever-present commodity on the local TV scene, is now doing his breakfast warbling in real show biz tradition. Folks can eat their "Breakfast with Danny O'Neil" in true playboy fashion—at 11:30 in the morning. . . . **Milly Coury**, the petite (5' 1") canary who made her TV debut last Monday on the **Billy Leach Show**, is singing plaintive ballads these days. Her fiance, actor **John Ericson** ("Stalag 17"), is in Hollywood doing film work. The two each plan a double career—marriage and show biz.

DEAR BOSS:

That's a cute little curtain they raise and lower each Wednesday night on NBC's CURTAIN TIME. Too bad there's nothing behind the curtain.

You know how I love Chicago-style TV. (On my list it's right up at the top next to Kosher-style dill pickles.) That's why I hate to admit it, but after watching three Curtain Times I must confess that Chicago TV just can't seem to compete with New York on the so-called light comedy routine. At first I was ready to slap all the blame on the writing. It had all the bounce and zip of a thrice-dunked doughnut. But then in all honesty I have to whisper the dark heresy, to wit, that the acting was feelin' mighty low too.

I never thought of Chicago as a backwoods tank town before, but let's face it—the only dramatic show coming outa our town that's doin' us proud is an endearing little small-town vignette complete with spinsters and galluses, name uv Hawkins Falls. Now golblamed effen Curtain Time ain't importin' slickers from N.Y.!

I was so busy feeling sorry for Arthur Murray (the hen-pecked dancing master who spent all his life teaching other people to dance themselves away from the wall and then ends up a wall flower himself on his own show) that I forgot to notice how Miz Murray has improved.

That Dancing Party show of hers Sunday nights is a very pleasant little package. But Lil' Miz Murray somehow reminded me of an over-aged bat boy fresh from the Dodgers Dugout. Couldn't put my finger on the reason till the other night. Then I decided it's her voice. She looks demure, she smiles so coy, she rolls her baby eyes, but that verce is from Flatbush, ain't it? CHUB

LETTERS

(continued from page A-3)

My comment on some of the disgusting letters about television is this: Nothing of a new origin got its start in this world without trials and triumphs in its progress toward the pinnacle of success. This success cannot be denied to those who are creating new fields of endeavor in this world of ours. If the attitude and comments of people of a new creation were more encouraging the task would be simple.

Gary, Ind. **GUST JARABEK**

Gee Whiz! Do you have to have Bill Hayes of Your Show of Shows, the most wonderful, swellest, heavenly guy on TV off now. I hate the thought of not being able to see or listen to him again. . .

Bensenville, Ill. **CLARIE GENTGEN**

Ed. Note: Bill is going on to bigger things. He's landed a big part in Rodgers and Hammerstein's upcoming "Me and Juliet," which is nice work.

I just have to write and say how wonderful the idea was to put Win Stracke on TV right after "Ding-Dong School." I have been watching Dr. Horwich since she started the show on television. But Win holds attention even better. His warm, clear voice is understood by them and his new and simple songs are liked by mothers as well as children. . . .

Kenosha, Wisc. **MRS. HENRY LINDEMAN**

While working in a super mart at a check out counter, I learned one thing for sure, "It pays to advertise, especially on children's programs. Whatever a child is watching on TV that day is also what they're eating that day. Even the pre-nursery ones know their brands and are seldom fooled. . . . I even saw one little girl chastise her mother when she took down a loaf of bread that wasn't tut-tut nut bread.

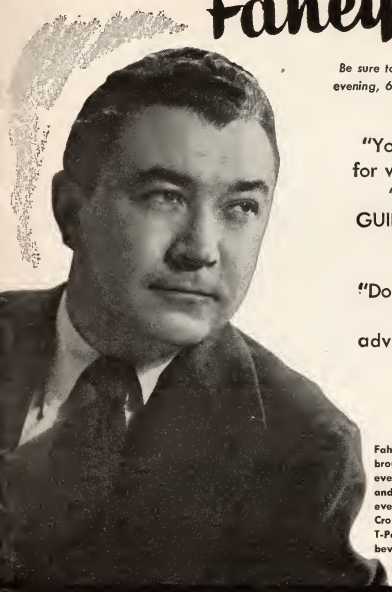
Grand Haven, Mich. **LUCILLE DENTON**

What has happened to the Godfrey of a few years ago? I hate to say it, but isn't he getting too sarcastic and cynical. Getting a laugh at the expense of his cast isn't funny. . . .

DeKalb, Ill. **MRS. BARBARA HETCHLER**

GET THE **NEWS** ON **WBBM-TV** WITH . . .

Fahey Flynn



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43

A-47

Thrilling Interplanetary Adventure

"SPACE PATROL"

It's thrilling science-fiction action in the fantastic Universe of the 30th century . . . . starring ED KEMMER as Commander Buzz Corry. Watch this week!

SATURDAY—10 A.M.

Presented by

RALSTON-PURINA CO.

CHANNEL 7

WBKB

ABC Television Network

Reviews

PROGRAM OF THE WEEK

Robert Montgomery Presents

ROBERT Montgomery, as do most producers of weekly TV dramatic programs, attempts to rotate melodrama, mystery, comedy and other basic story ideas from week to week to achieve the necessary change of pace—as much requisite to a TV show as to a baseball pitcher.

Not surprisingly, in view of his own aptitude for sophisticated comedy roles in movies before he turned to TV, he is consistently most successful when his programs lean to comedy. His *Robert Montgomery Presents* on NBC Monday nights, in fact, is one of the few drama series in TV able to carry off a comedy show with all the finesse of a Broadway or Hollywood production.

Homeier Scored

Montgomery proved this point with three programs which he staged in as many weeks. The attempt to go starkly melodramatic in an adaptation of Joseph Conrad's *The Shadow Line* was saved from being completely uninteresting only by the fine acting of young Skip Homeier as the star.

The following week Montgomery achieved something of a coup by corraling the three acting Lockharts—father Gene, mother Kathleen and daughter June—for a story about a New England family at the turn of the century. With Art Carney, better known as Jackie Gleason's straight man, almost stealing the comedy honors from the Lockhart clan, this program achieved a charm which helped put Montgomery back on the right track.

The producer hit his stride the next Monday with a comedy about young love and the advertising business, deftly titled *Dinah, Kip and Mr. Barlow*. An original by Theodore and Mathilde Ferro, the play featured

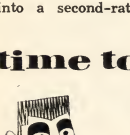
Diana Lynn, Jack Lemmon, Vaughn Taylor and Louisa Horton. Each caught the spirit of the script admirably, with Montgomery capitalizing on their talents to present a warm-hearted story.

Melodrama Misses Fire

Montgomery returned to melodrama several weeks later and again came a cropper. In a yarn about a group of English scientists attempting to beat the Russians to the punch in developing a germ culture, the script deteriorated into a second-rate whodunit. Patric Knowles and Lisa Ferraday topped the cast in this one, titled *The Centrifuge*. None of the characters could evoke either sympathy or credibility, however, and so many phony clues were tossed at viewers that it was hardly worth the effort.

All this is not to imply that Montgomery should concentrate exclusively on comedy. But if he could achieve warmth and spirit in dramas as he does in comedies, he would have little to worry about in obtaining change of pace from week to week.

time to smile



KEN Murray and Alan Young, who alternate Sunday nights on CBS TV's *Time to Smile* are just managing to live up to the show's title. Smiles — yes. Chuckles, guffaws and yocks—no. The boys definitely have yet to match the standards they set in previous TV outings.

Murray's program reflects too many things already old hat in the medium. For those who still prefer acrobats, adagio dancers, and other vaudeville acts, his show will do well. But most viewers have graduated from such viewing fare, and from Murray's file of well-seasoned gags.

There's hope, though. Ken devoted one half-hour to a film of the *Call Me Madam* movie premiere, and it was a definite improvement. Could be that the comic is loosening his format to offer real variety instead of just variety acts.

As for Alan Young, he has tried film and live so far but his real problem lies in the material being dished up for him. Trite situations coupled with thin plots hardly make for solid entertainment, even with a man as thoroughly funny as young Alan.

His success in movie roles is proof enough that he can do it.

CAPSULE CRITIQUES

PAUL — Pops to millions — Whiteman (ABC-TV) is still happiest when turning up new talent. His *TV Teen Club*, unlike most talent "scout" affairs, features youngsters who haven't yet had time to hire an agent and play night clubs from coast to coast before being discovered by Arthur Godfrey or Dennis James.

DOWN You Go!, Du Mont's delightful quiz show originating in Chicago, is still going up in most viewers' estimation. Sparkling, sophisticated and erudite, Dr. Bergan Evans, the moderator, and Panelists Toni Gilman, Carmelita Pope, Robert Breen and Francis Coughlin combine to make the program one of the witty best of its class. Or, maybe, the attractive female panelists have us in this frame of mind.—*R. S.*

SPORTS

WHEN August Adolphus Busch, Jr., became president of the St. Louis Cardinals recently, there was rejoicing throughout the National and American leagues because Gussie Busch has money the way other club owners have dandruff, and money is a commodity that is held in high esteem, not to say reverence, in baseball.

There is, however, a small, silent minority whose enthusiasm over the news was—well, restrained. This group is composed of serious thinkers who have nothing whatever against the St. Louis braumeister, or his product, or his money, but are faintly disturbed by the spectacle of a baseball club falling into the hands of a fox hunter.

Mr. Busch is a chubby, four-eyed billionaire whose principal interest in sports has been monopolized by the Bridlespur Hunt Club in St. Louis County. His idea of good, clean fun is to spring out of bed before dawn, pull on a pink frock coat, clamber onto a horse and go plunging buckity-buckity over hedges and creeks and chicken coops at the heels of a pack of hounds chasing a terrified furpiece.

It is open to question whether he will find life compatible in a society whose members spring out of nothing at dawn except Toots Shor's and think a fox is a cigar-smoking animal with bushy eyebrows who operates as general manager of the Pittsburgh Pirates. To be sure, some club owners have been known to chase vixen, but never on horseback and never with intent to kill.

There is not, so far as is known, any active opposition to fox hunting among the baseball set. It has not been established that those club owners who can read are familiar with and would subscribe to Oscar Wilde's description of a Hunt: "The unspeakable pursuing the inedible." It's just that baseball people and fox people travel in different orbits.

Only on one occasion have the two pastimes been joined. Several autumns ago, workmen painting and refurbishing Yankee Stadium between seasons flushed a fox out of the Presidential Box behind third base formerly occupied by Larry MacPhail. Reynard, it was discovered, had moved in during the World Series to study strategy under Casey Stengel and had just stayed on, feeding on goose liver canapes, crabmeat au gratin, galatine of capon, gin-soaked olives out of used martini glasses, and other leftovers in the kitchen of the stadium club.

Mistaking the painters for television announcers who would eat everything in the joint, the fox bared his teeth in a ferocious snarl. This terrified the workmen, who hadn't seen a fox in a New York ball park since Clark Griffith quit managing the Highlanders. A war of extinction went on for weeks before the fox was cornered and blown apart with a shotgun, spattering pate de foie gras and turkey hash about the premises.

When young Bob Carpenter, of the horsey duPont empire, became head man of the Phillies, a sordid rumor got around that he was a fox hunter but he denied the charge with spirit.

"I never shoot a fox unless he pulls a knife on me first," Mr. Carpenter declared. "Ducks are my meat."

That was the last time the issue was raised in baseball until Gussie Busch arrived. Ford Frick, the commissioner, is biding his time. He does not propose to take action until Eddie Stanky, the Cardinals' manager, shows up on the coaching line wearing pinks and crying, "Yoicks, Tally-Ho," at the umpires.

Hoosier Hot Rod

Herb Shriner knows autos, jokes and people

HERB Shriner, famed Hoosier comedian, is known to millions of television fans as a countrified sort of fellow with a mop of uncombed hair and the habit of pulling his ear and saying "Anyways" as an introduction to his jokes.

Actually, he's a pretty knowing guy, just as much at home in New York or Hollywood as in any of the small towns of America. Among other things, he knows a lot about souped-up automobiles, the inner workings of humor, and ways to develop an unending source of talent for television.

No Country Bumpkin

He's no more of a country bumpkin than Will Rogers, and like the immortal Will, he has retained the small town touch of seeing things clearly and summing them up with a droll wit.

Take Toot Shors' big restaurant in New York, for example, where the average out-of-towner is likely to be awed by the rush of big city characters. When it came time for dessert, Herb turned to the waiter and said:

"What kind of pie do you have . . . left."

The "left" put Toot's glittering establishment back in focus with all of the small-town restaurants around the country where the late customer faces a dwindling supply of pie.

If there's one outstanding thing about Herb Shriner that doesn't show in his television role, it's his love of automobiles and respect for the engines that make them go. While other Indiana entertainers have been known as the "Hoosier Hot Shots," Herb could well be known as the "Hoosier Hot-Rod." If it weren't for his TV and tour commitments he'd be content to spend his time with grease-stained nose, fiddling with an automobile's innards.

Heads Sport Show

Coming up this week in New York's Grand Central Palace is the International Motor Sport Show, which will display the newest—and in some cases the weirdest—of the advance guard automobiles. And moving spirit in the show is the same Shriner who talks lovingly of the small-town America where they yelled "Get a horse" at daring automobilists.

"Folks seem surprised when I want to talk about automobiles," Shriner says, "but actually I've been interested in them almost as long as I can remember."

He came by his interest naturally. Auburn, Ind., is not far from his home town of Fort Wayne, Ind., and Auburn is where the famous line of Cords and Dusenbergs was produced to show what could be done in automobile design.

"Ever since I saw them as a kid, I've never been satisfied with a standard automobile," Shriner says.

He owns three cars now. One is a 1937 Cord. The second is a 1934 12-cylinder Packard. The third is a "Playboy," a model built in Buffalo to sell for under $1000, but a victim of the Depression Thirties.

Backs Hot-Rodders

He feels that the standardization of the big cars has left plenty of room for experimentation, even in the hands of the so-called "hot-rodders."

"The real, organized, hot-rodders are serious kids, conscious of their responsibilities," Herb says. "In California, State police are cooperating with them by setting up timing strips where they can try out their cars. It keeps them off the highways, but still gives them a chance to see what they can do.

"I think it's important. Hitler set up his Auto Union to conduct experiments just like this and gave them all the money they wanted. Now a couple of our youngsters already have come along and topped the Auto Union records.

"I think some of these kids now tinkering with automobiles in their backyards are going to be the Fords and Firestones of the future."

It was a pretty serious speech for Shriner, who prefers to talk about his "home town" where there was nothing to do on Saturday night "but go down to the barber shop and watch haircuts."

Actually, Fort Wayne, where he grew up (he was born in Toledo, O.) isn't a small town. But Shriner says he picked up his cast of characters from real people he met while playing small towns around Fort Wayne as a harmonica artist.

Although Herb is six feet two, he never played basketball, practically treason for an Indianan. But basketball started him in show business.

"I played with the school harmonica band for the basketball games," Herb recalls. "The biology teacher organized the band and there was a theory you'd better play or else."

Started in Radio

He was, as he admits, "pretty good" at it, so he continued playing the harmonica on the Fort Wayne radio station and in small-town theaters around Fort Wayne. That was when he had his name shortened.

Herb's father spelled the name "Schreiner." "But I had to shorten it for the places I played," Herb says. "The theaters was too small." In fact, his first marquee billing came out "H. Shiner."

From the small towns, he moved up to a seven-show-a-day grind vaudeville house in Detroit, which was where

Shriner family, including the pup, dons Easter finery.

he introduced his monologues.

"I had to do it to get a rest from playing the harmonica," he relates. "I was blowing the roof of my mouth off."

His act was good enough to get him an Australian booking. "I traveled halfway around the world as a harmonica player. One jump ahead of the audience." Then he bounced back to the U. S. for appearances on the Camel Caravan and the Kate Smith show.

Served in Europe

He entered the Army in 1943 and spent most of the time with a combat zone entertainment unit in Europe. "I found out one thing," he says, "some of those combat men, coming out of the front lines muddy and miserable, had the greatest sense of humor in the world. They could get off funnier lines than any pro."

Herb was tagged to do his famous monologues in the hit-show "Inside U. S. A." in 1946 and zoomed into television renown as a Godfrey replacement in 1951.

Right now, he's the star of NBC's "Two For The Money" a give-away program.

"Imagine a man just standing around giving away money?" Herb says. "I don't know how President Truman can give it up."

But the format calls for Herb to do some quick-witted exchanges with contestants and the results are frequently startling.

When a Connecticut lady who bred dogs said she started her business with one dog, Herb said:

"Back in Indiana, we usually started with two."

When a girl contestant said she was named Meredith and her sister was named Charlie, Herb commented:

"Guess your folks weren't paying much attention when they named you two."

When a contestant said he once had half-a-mind to enter politics, Shriner quipped: "With half-a-mind, you was all set there."

He once said that a woman back in his home town would have been in the "400," if "we'd had that many people there."

Since the show involves no rehearsals, Herb has some free time. He's been practically commuting to Hollywood for his role in the forthcoming picture "Main Street to Broadway."

Top winners on Shriner's "Two for the Money" show were Ensign Alan Dean and Hospital Corpsman William Martinez. They garnered $3600 jackpot.

He's making frequent personal appearances coast-to-coast. He's working on a new venture, doing the commentary for a record suite.

The rest of the time he spends at his Manhattan apartment with his wife, Pixie, and their young daughter, Indy (for Indiana).

Herb thinks his own beginnings in the entertainment world may provide the answer to television's crying need for new talent.

"The Fort Wayne station where I started used practically all local performers," Shriner recalls. "One of them was Marilyn Maxwell. Another was Rhubarb Red, now better known as Eddy Arnold. And the Hoosier Hot Shots started there.

"Now the Hot Shots are so popular in the mid-West that when they're coming to a town, people have children just so they can see them."

Herb believes that if local television and radio stations were putting as much emphasis on young talent today, the stars of the future would be assured.

Herb Shriner, it becomes clear, isn't just a comedian. He thinks things through like, well, like Will Rogers.

Top Stars tell "What TV has taught me"

ARTHUR GODFREY: "It used to be that a man might make a couple of hundred friends in his lifetime. Television taught me—and all the little Godfreys—there need be no limit to the number if we remember that friendship is built on mutual honesty. That's what we try for on our shows."

RED BUTTONS: "I had to learn for example to gain myself to a kind of pressure I never knew existed, because TV is more taxing, physically and mentally, than any other kind of show business."

DAVE GARROWAY: "The past year on "Today" has taught this old head a few things about pacing out my life. During this year I've been having reveille at 3:30 a.m. I feel it has been worth it, though, because I'm the boy who wakes up folks with good cheer."

JACKIE GLEASON: "I never forget that I'm in somebody's house and I behave as though I'm a guest. I try, and I hope I succeed, to achieve humility."

MILTON BERLE: "Television has made me realize that Mr. and Mrs. American audience have a much higher IQ than they are credited with having. I've learned TV is a great way to reach millions of people—who, luckily, can't reach me."

IMOGENE COCA: "Working for Max Liebman in "Your Show of Shows" has taught me the wonderful lesson of how to entertain 2(million people at one time."

ED SULLIVAN: "I never believed you had to 'play down' to an audience. I always was certain their good taste and perception was far in advance of those who catered to it. TV has confirmed that conviction over and over again."

SID CAESAR: "I have learned a great deal about human nature, for the feeling of intimacy between the performer and viewer brings an unbelievable response by mail and in person. These written and spoken observations are one of the most rewarding by-products of our tough grind."

JOAN ALEXANDER

IN THE CAST

Joan Alexander, feminine panelist of ABC-TV's *The Name's The Same,* is one of New York's busiest radio and television actresses, wife of a prominent surgeon and mother of a six-year-old daughter, Jane.

Trade-marked by the light sun-bleached streak through her brown hair, she matches wits with Abe Burrows and Meredith Willson in trying to identify guests with such names as Will Kick, Bunker Hill and A. Green Lemon.

Joan broke into the parlor game business by accident. She replaced Arlene Francis on *What's My Line* in 1950 when Arlene went to Europe. After that, Joan was a guest on *Who Said That?* Then she was picked for the present panel.

An auto accident in 1939 turned her from a movie career to radio. Born in St. Paul, Minn., and educated at St. Angelus Hall, Brooklyn, and St. Joseph's Academy, Brentwood, L. I., she made her stage debut at 16.

Joan is an expert horsewoman. One wall of her apartment is lined with trophies and ribbons. Her pet peeve is people who think the panel show is fixed. She asks them to pick a name, then pops questions and guesses it.

She says modestly that if the show were fixed, she'd be out of a job. "The producers wouldn't need anybody who can play the game," she explains. "They'd hire some 20-year-old beauty with the face and figure of an angel to handle my place on the panel."

Her worst moment on the show was with a contestant named A. Maiden. Joan thought the name was an article of furniture, asked if it had "drawers."

BLOOPERS

On a western, the outlaw said: "It's the Eighth Commandment; thou shalt not steal." Such a blooper! It's the Seventh Commandment.

John Da Bronza, Trenton, N. J.

In the sixth round announcer Ted Husing said: "Giardello has a cut on the upper eyelid and a cut under the eye!" Then in the ninth, says he: "Neither boy has been cut." Even worse, toward the end of the seventh round while the boys were still fighting he said: "The buzzer will sound in ten seconds." First time I knew that fighters were notified they had ten seconds more to fight!

H. Hyland, Philadelphia

Warren Hull on a *Strike It Rich* show asked a contestant to name a 14-letter word meaning between two nations. The answer—international. I count 13 letters!

Mrs. F. S. Anderson, East Hampton, N. Y.

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before DARK

by MAY SCHUPACK

ANNA LEE, half of the feminine interest on *It's News to Me*, and one-time No. 1 British glamour girl, is waging a one-woman crusade against plunging necklines and strapless gowns (on the wrong gals, that is). . . . LEE PAINTON, one of perhaps half a dozen TV women producers, the youngest in the business, readies 10 hours worth of shows—*Mrs. U. S. A.* and *Prologue to the Future*—with the aid of her one assistant, ANNE TEAHAN, but still finds time to take on a radio show. . . . BESS MYERSON, star of *The Big Payoff*, has a problem most women would envy—she has a tough time keeping her weight up, what with all the energy she expends on her numerous jobs. . . . The "Ideal American Family" contest on *Ladies Date* drew between 400 and 600 letters a week, 80 percent from members of the families themselves, the rest from individuals telling about "ideal American families" they knew. . . . Animals are becoming increasingly popular on TV—now it's BETTY BREWER singing to a squirrel on *The Bill Cullen Show*. . . . HARRIET VAN HORN, panelist on *What's the Story*, and TV columnist of New York World-Telegram, is compiling a book book of recipes in the French style. . . . ELLEN DEMMING, star of *Guiding Light*, offers a spring style tip: the automobile two-toned effect—contrasting, instead of matching accessories. . . . DENNIS *(Chance of a Lifetime)* JAMES, who's celebrating his first wedding anniversary April 15, is taking lessons in painting from his wife, Marjorie, in exchange for golf instruction. . . . One man who doesn't have to worry about the price of steaks or possible shortages is PAUL WHITEMAN, although his Black Angus steers are winning so many blue ribbons, Paul hates to have them slaughtered. . . . EARL MONTGOMERY, in his early 20's, plays Marty Malcolmson in *Love of Life* . . . he specializes in old-men character parts.

MISS HEAD

Fashion Forecast

By EDITH HEAD

Fashion designer for Paramount Pictures and winner of four Academy Awards.

Take your color hint for Spring from the color format of motion picture and television photography.

A sharp contrast in clothing is taboo since the main emphasis of photography centers on the face. Instead of the combination of stark black and frosty white, television and motion pictures use "off-blacks" and "off-whites." And this has given the fashion world a new pattern for color schemes for Spring.

Technically speaking, "off-blacks" in the vernacular of television and motion pictures is any dark subtle shade such as dark blue, mossy green, deep red, dark violet. "Off-whites" are actually the palest pastels such as ice blue, delicate pink, pale lavender. These softer shades eliminate denseness. They give the effect of a less poster-like look and generally give an overall effect of greater femininity.

Rosemary Clooney has translated these fashion hints into her personal wardrobe. Her blouses, short washable gloves, her collars and cuffs and even her handkerchiefs are dyed pastels. With her charcoal grey shantung suit she wears a pale pink blouse instead of a white one. With her spruce green linen she wears the palest lemon yellow. With her Spring navy suit she wears an ice blue blouse.

(See Miss Head on Art Linkletter's House Party Program, CBS, April 3)

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